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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91207836
Party	Plaintiff Volvo Trademark Holding AB
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Submission	Plaintiff's Notice of Reliance
Filer's Name	LEIGH ANN LINDQUIST
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Attachments	H00124 Opposers First Notice of Reliance.pdf(30976 bytes ) H00124 FNOR support part 1.pdf(5055933 bytes ) H00124 FNOR support part 2.pdf(4351075 bytes ) H00124 FNOR support part 4.pdf(5098030 bytes ) H00124 FNOR support part 5.pdf(3551752 bytes ) H00124 FNOR support part 6.pdf(3043047 bytes ) H00124 FNOR support part 7.pdf(3533656 bytes ) H00124 FNOR support part 8.pdf(856455 bytes ) H00124 FNOR support part 9.pdf(4461952 bytes ) H00124 FNOR support part 10a.pdf(4806982 bytes ) H00124 FNOR support part 10b.pdf(2138424 bytes ) H00124 FNOR support part 11.pdf(1522735 bytes ) H00124 FNOR support part 12.pdf(5073249 bytes ) H00124 FNOR support part 13.pdf(3945552 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Volvo Trademark Holding AB,

Opposer,

v.

Wolvol Inc.,

Applicant.

Opposition No.: 91207836

**OPPOSER'S FIRST NOTICE OF RELIANCE**

PLEASE TAKE NOTICE that, pursuant to Rule 2.122 of the Trademark Rules of Practice, Opposer Volvo Trademark Holding AB, hereby makes of record and will rely upon the following documents, copies of which are attached hereto.

1. A collection of printouts from national newspaper, magazine and news websites with articles where Opposer's VOLVO goods and services are discussed or referenced. These documents are relevant to the issue of the strength/fame of Opposer's pleaded marks for purposes of likelihood of confusion and dilution. [self-authenticating pursuant to *Safer Inc. v. OMS Investments, Inc.*, 94 USPQ2d 1031 (TTAB 2010).]

Respectfully submitted,

Volvo Trademark Holding AB

By:



Leigh Ann Lindquist  
SUGHRUE MION, PLLC  
2100 Pennsylvania Avenue, NW, #800  
Washington, D.C. 20037  
Telephone: 202-663-7409

Date: May 18, 2016



**CERTIFICATE OF SERVICE**

I, Leigh Ann Lindquist, hereby certify that on May 18, 2016, a true and correct copy of the foregoing **OPPOSER'S FIRST NOTICE OF RELIANCE** has been properly served, via overnight courier, and via email, to:

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GARSON SEGAL STEINMETZ AND FLADGATE LLP  
164 W 25TH STREET #11R  
NEW YORK, NY 10001

msmaila@gs2law.com

A handwritten signature in dark ink, appearing to read "Leigh Ann Lindquist", with a stylized, flowing script.

Leigh Ann Lindquist

# CAR AND DRIVER



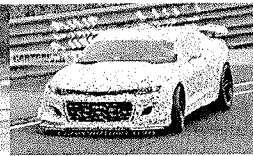
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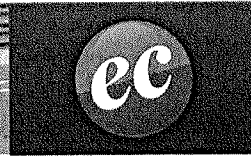
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- Build and Price
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## Lease

## Finance

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Price:  
\$41,985 - \$70,695



## 2. Porsche Macan S

Price:  
\$53,650

## 2009 Volvo XC70 T6 AWD

It's all about the cruise.

DEC 2008 | BY K.C. COLWELL

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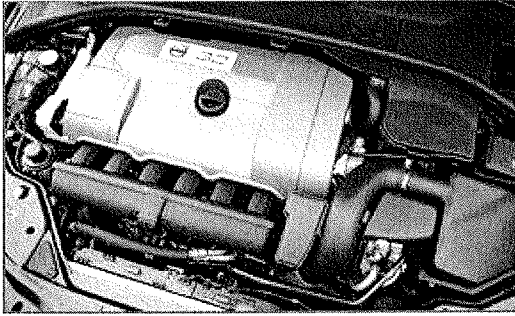
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## Quick Take

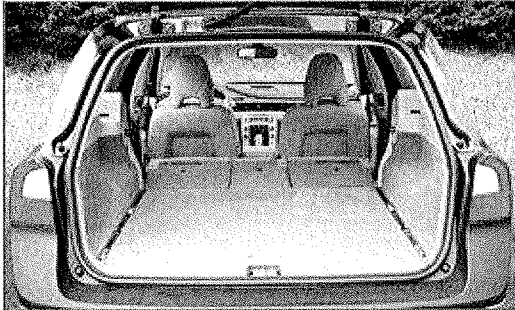
**WHAT'S DIFFERENT?** The XC70 is basically an all-wheel-drive version of the Volvo V70 wagon, jacked up a bit and equipped with a good-looking lower-body wrap in black. If the XC could talk, it would say, "I'm ready for all weather conditions." The XC comes standard with the same 235-hp, 3.2-liter inline-six that powers the V70. A turbocharged, 3.0-liter inline-six, known as the T6 and seen here, is optional.

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**AND THE RESULT?** The XC escapes the anonymous looks of the donor car, the V70. A T6-equipped XC has a 46-hp advantage over a V70 and will win any footrace with that wagon despite weighing 336 pounds more. As with the V70, this wagon is all about the cruise. The XC rides so well and so quietly, only concrete expansion joints remind its occupants they are riding in a car.



**CHECK, PLEASE!** The XC70 3.2 AWD starts at \$38,075, which is \$4350 more than a V70 3.2. The T6 costs an additional \$2250. We would opt for the \$2995 Premium package, which includes leather seats with exquisite stitching and authentic wood trim.



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**3. BMW X3**

Price:  
\$39,945 - \$47,795



**14. Volvo XC70**

Price:  
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**Specifications**

**POWERTRAIN:**

turbocharged DOHC 24-valve 3.0-liter inline-6; 281 hp, 295 lb-ft; 6-speed automatic

**FUEL ECONOMY:**

EPA city/hwy: 15/22 mpg

**C/D TEST RESULTS:**

Zero to 60 mph: 6.6 sec

Standing ¼-mile: 15.1 sec @ 96 mph

Braking, 70-0 mph: 176 ft

Roadholding, 300-ft-dia skidpad: 0.79 g

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**News and Reviews**

Sexy XC: 2015 Volvo XC70 Gets 31-mpg Highway Rating, Starts at \$36,325 - Car News

2014 Volvo XC70 - Official Photos and Info

Name That Exhaust Note, Episode 76:

2011 Volvo XC70 - Feature

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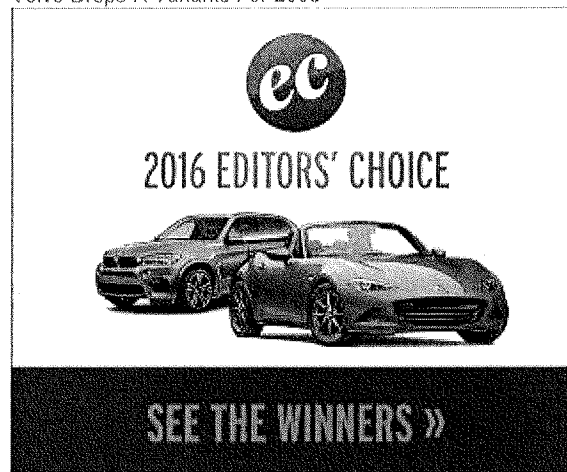
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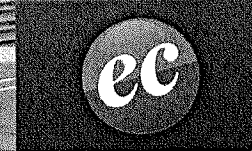
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Price:

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2. Porsche Macan S

Price:

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## 2010 Volvo XC60

Volvo makes safety sexier with this stylish crossover.

OCT 2008 | BY TONY SWAN

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### First Drive Review

Volvo has been a longtime leader in the mommy-car milieu, a position that has imbued the Swedish company with a safety-oriented persona that's given it the high ground in the family market. But that persona doesn't translate very well with singles or young couples who want utility yet value cool above sensible.

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If those priorities describe you, and you've been eyeballing compact urban utes such as the BMW X3, the Acura RDX, or, at the size/price periphery, the new VW Tiguan, here's a ride that blends time-honored Volvo virtues with a generous dollop of style, performance, and even fun.

This doesn't mean the XC60 deviates from Volvo's dedication to keeping its customers out of the emergency room, though. The new crossover offers every safety feature—some standard, some optional—you can think of, plus one

you probably wouldn't. However, it's also good to look at, readily identifiable as a Volvo, handsome within, reasonably agile, and capable of holding its own in the 0-to-60 department.

#### Familiar Innards

The basics: The XC60's structure is based on the architecture that supports the V70 and XC70 wagons, as well as the S80 sedan. It's basically a front-drive unibody, although the first wave of XC60s will be all-wheel drive, using the Haldex 4 system. Like most contemporary all-wheel-drive systems employed in vehicles developed from a front-drive design, this particular setup sends most of the engine's power to the front wheels the majority of the time, apportioning thrust to the rear wheels when the fronts begin to lose grip. That's the universal all-wheel-drive crossover approach, but unlike most crossovers conceived primarily for urban duty, the XC60 promises to be fairly useful in trackless terrain, thanks to 9.1 inches of ground clearance, the most in this segment.

The XC60's dimensions are at or near the top of the segment, too. At 182.2 inches, it's the longest in the class (although it is tied with the Audi Q5). Its 109.2-inch wheelbase trails only the X3's and Q5's, while its 74.4-inch width and 67.4-inch height fall below only those of the Land Rover LR2. Size adds up at the scales, of course. Volvo lists curb weight at 4174 pounds, which is heftier than all but the porky LR2, which is yet another vehicle based on the same European Ford platform.

The XC60's 3.0-liter inline turbo six (also offered in the XC70 and S80) churns up 281 horsepower and 295 pound-feet of torque, best of this bunch, but Volvo forecasts 0 to 60 mph in 7.1 seconds, about a half-second slower than the RDX and nearly on par with the X3. Although it holds its own, the XC60 would be quicker but for its extra heft, which can be blamed for the disappointing 15-mpg city and 22-mpg highway fuel-economy estimates.


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Price:  
\$39,945 - \$47,795



#### 13. Volvo XC60

Price:  
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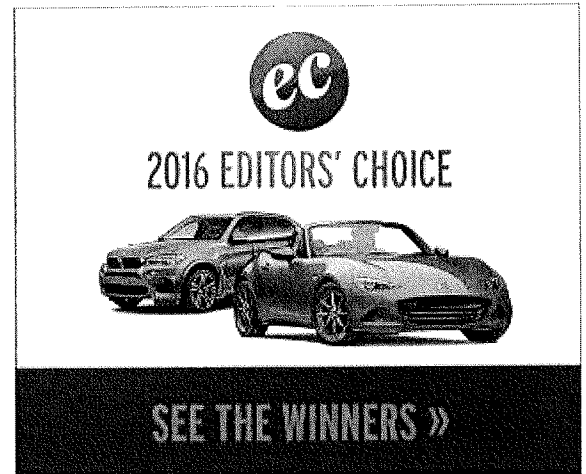
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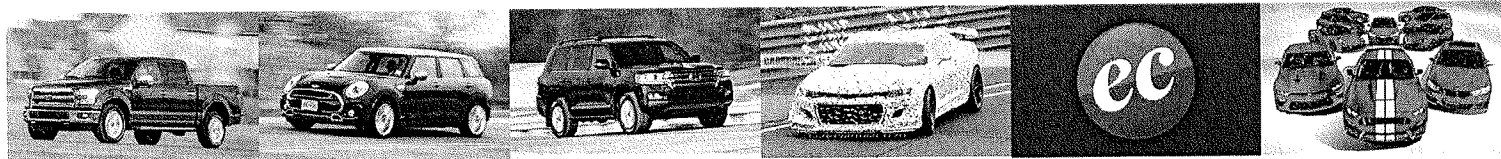


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## 2010 Volvo XC60

A slick new crossover that'll stop you in your tracks.

FEB 2009 | BY TONY SWAN

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## Second Drive

Ettore Bugatti said, "I build my cars to go, not to stop," but he didn't live to see the new Volvo XC60. Not only will this luxury compact crossover stop, in some situations, it'll stop all by itself, saving you from the consequences of wandering off mentally.

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According to Volvo research, 75 percent of all collisions occur below 30 kilometers per hour (19 mph), and in 50 percent of those, the drivers never turn the steering wheel or touch the brake pedal. Wham! This led Volvo to add to its already vast inventory of equipment designed to keep customers safe and unharmed. It's called the City Safety System. Here's how it works: A laser mounted at the top of the windshield measures the closing rate to the vehicle just ahead. When the system's brain detects an imminent collision and notices that the

driver has taken no action, it stands on the brakes, so to speak.

The system is active up to 19 mph, and if the speed differential of the two cars is 9 mph, the XC60 will probably kiss the bumper of the car ahead before it's stopped. Below that, there would likely be no contact. At higher speeds, Volvo has more sophisticated accident-avoidance and mitigation systems. After a hands-on test of this new system—an XC60 standard feature—we're believers.

But you expect safety innovations in a Volvo. Not so predictable is what Volvo hath wrought vehicle-wise. The face and stern are unmistakably Volvo, but the shape is more fluid and stylish than anything recent from the Swedish automaker and makes the bigger XC90 look boxy. Standout design also extends to the handsome interior.

The XC60's foundations are based on structural elements from the parts bin labeled V70/XC70/S80, and according to Volvo, the new unibody is a little stiffer than those of its ancestors. At 182.2 inches, the XC60 is 8.3 inches shorter than the XC70, on a shorter (by 1.6 inches) wheelbase of 109.2 inches. But it's 1.1 inches wider and 4.3 inches taller, due in part to 9.1 inches of ground clearance. That's more clearance than the other players in this premium-small-crossover class—Acura RDX, BMW X3, Land Rover LR2, and VW Tiguan—giving the XC60 an edge off-road.

Those dimensions are generally at or near the top of the charts in its class and add up to an edge in cargo capacity behind the rear seats, although that capacity comes at the expense of rear-seat legroom that's a little snug. And those dimensions also add up at the scales. The Volvo's curb weight is 4200 pounds, heavier than all but the hefty LR2.

Naturally, heft has an impact on acceleration. With 281 horsepower and 295 pound-feet of torque, the XC60's 3.0-liter, inline-six turbo is robust, and the six-speed automatic makes the most of the muscle. But 6.8 seconds to 60—our forecast—is a half-step slower than an RDX. Fuel economy suffers, too. The ratings—15 mpg city and 22 mpg highway—are at the bottom of the class.

On the other hand, turbo spool-up is immediate, midrange power is impressive, and overall operation is smooth, a word that also applies to ride quality. The XC60 isn't quite as athletic as the RDX and the X3, but grip, augmented by its standard Haldex 4 all-wheel drive, seems abundant. This Volvo promises to be a pleasant ride to live with.

Price? At this writing, Volvo says only that a "well equipped" XC60 would be "about \$40,000." Our guess is a base of \$38K, putting the XC60 at the upper end of the class. Which is where it seems to belong.


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So disappointed!!!

My new car says CHECK ENGINE almost everytime I drive it!!!!

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This is my third visit to the service department!!!!



### 3. BMW X3

Price:

\$39,945 - \$47,795



### 13. Volvo XC60

Price:

\$37,595 - \$52,295

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## Specifications

### VEHICLE TYPE:

front-engine, 4-wheel-drive, 5-passenger, 5-door wagon

### ESTIMATED BASE PRICE:

\$38,000

### ENGINE TYPE:

turbocharged and intercooled DOHC 24-valve inline-6, aluminum block and head, port fuel injection

### DISPLACEMENT:

180 cu in, 2953cc

**Power (SAE net):** 281 bhp @ 5600 rpm

**Torque (SAE net):** 295 lb-ft @ 1500 rpm

### TRANSMISSION:

6-speed automatic with manual shifting

### DIMENSIONS:

Wheelbase: 109.2 in Length: 182.2

Width: 74.4 in Height: 67.4 in

Curb weight: 4200 lb

### PERFORMANCE (C/D EST):

Zero to 60 mph: 6.8 sec

Standing ¼-mile: 15.5 sec

Top speed (governor limited): 130 mph

### FUEL ECONOMY:

EPA city driving: 15 mpg

EPA highway driving: 22 mpg

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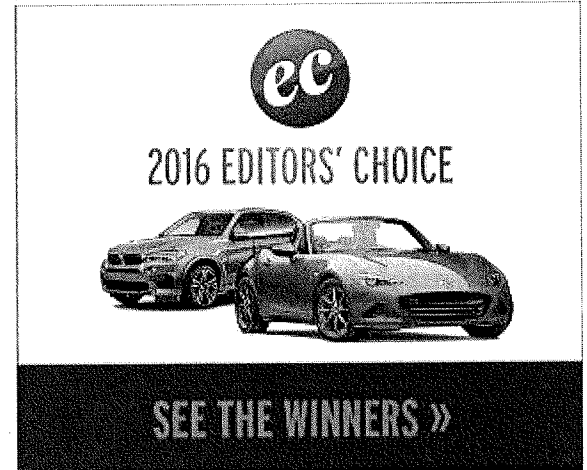
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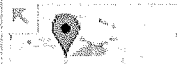
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# CAR AND DRIVER



2016 Ford F-150 SuperCrew 5.0L 4x4 Clubman



2016 Mini Cooper S



2016 Toyota Land Cruiser



2018 Chevrolet Camaro Z/28 Spied Assaulting the Nurburgring!



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## 2010 Volvo XC60 T6 AWD

Third place: New arrivals for summer.

JUL 2009 | BY PATRICK BEDARD | PHOTOGRAPHY BY TOM DREW

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### Comparison Tests

This turbo Volvo won the sprinting contest, faltering only in the 0-to-30-mph jump, where the Mercedes and the Audi nipped briefly to the front. From there on, it was all Volvo all the way, blowing through the quarter-mile at 96 mph, three up on the Mercedes, which scored the same time.

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Big power is usually accompanied by small mpg numbers, and this Volvo is no exception—19 mpg puts it last on our trip, compared with 22 for the BMW at the top. Turbo boost comes up quickly. The steering is highly damped, as if the parts were moving in a goopy fluid. The ride is firm over rough roads, accompanied by crashing sounds.

### In This Story

Introduction

Fifth: 2010 Mercedes-Benz GLK350 4MATIC

Fourth: 2010 Lexus RX350

Third: 2010 Volvo XC60 T6 AWD

Second: 2009 BMW X3 xDrive30i

First: 2009 Audi Q5 3.2 Quattro

### Highs, Lows, and Verdict

Highs:

Fascinating styling, excellent front seats, lots of turbo thrust, low-mass liftgate swings easily.

Lows:

Pancake syrup in the steering, sharp ride motions and crashing noises on broken pavement, look-ahead safety system lights up laser detectors.

Verdict:

Volvo breaks the shackles of stodgy but can't quite make the leap to fun.

### Model Research

Volvo XC60 Overview

Build and Price

View All Features and Specs

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MSRP

\$37,595 ⓘ

Lease

Finance

\$605/mo\* ⓘ

3 INCENTIVES AVAILABLE

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Rank in Compact Luxury





As Arrival Vehicles go, this one gives the fashionistas something to look at: a high-waisted shape that flares dramatically as it sweeps back to huge sculptural taillights. Better yet, this visual entertainment takes place without encroaching on the capacity within. The XC60 ties the Audi in length at 182.2, exactly mid-size in this collection. We rated rear-seat comfort equal to that of the Audi and the Lexus at the top of the group, cargo space topped them all in our beer-case test, and the lightweight liftgate swung so easily that power assist would have been superfluous. Our bicyclist says the Volvo and the Lexus are easiest to load.

Inside we found a design that mixes caution and daring, starting with relentless black, wall to wall. And yet the black seats are carefully accented with an orange stitching faint enough that it doesn't immediately grab the eye. Looking around, there's a potpourri of textures, with the one on the door inserts being so bold the mind considers, just briefly: Could this have been a mistake? Oddly, the radio/entertainment information appears in a display that humps up out of the dash top like it was an afterthought. The front buckets are form fitting, yet they seem to fit all shapes. We rated them highest for comfort, in a tie with the Audi's. Speed and comfort, a lasting recipe.


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### 2. Porsche Macan S

Price:  
\$53,650


### 3. BMW X3

Price:  
\$39,945 - \$47,795


### 13. Volvo XC60

Price:  
\$37,595 - \$52,295

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## News and Reviews

Blue Lagoon: Volvo Launches XC60  
Ocean Race Edition - Car News

2015 Volvo XC60 T6 Drive-E -  
Instrumented Test

Five Ways to Play: 2015 Volvo XC60  
Starts at \$36,675, Gets 31 mpg  
Highway - Car News

2013 Volvo XC60 "Rearview"  
Commercial: Friends in Need [The Ad  
Section] - Feature

2014 Volvo XC60 - Official Photos and  
Info

## Downloads

Test Sheet

Vehicle Chart

Powertrain Chart

Chassis Chart

Results Chart

Stowage Chart

# backfires

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10:33 PM on 10/07/2012

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Rob H.



0



I was wondering why you called out the GLK for being noisy, yet the data in your Powertrain Chart indicates that it's as quiet if not quieter than the Lexus? I don't pose this question to be antagonistic; I'm genuinely interested.

I'm also, interested in how you judge the DB rating for vehicles. Do you use a standard route for all? Is the noise measuring equipment you use the same for all vehicles/tests? Thanks.

Edit | Delete



Reply

03:12 PM on 06/16/2012

[Report](#)



**DeutscheAuto**



+3

Q5 and XC60 are still the best, IMO.

Edit | Delete



Reply

1 Reply

02:55 AM on 07/25/2012



**blkpantha**



-3

When do u ever think Audi not the best ..... C&D hates Lexus they always finish last or second to last

Edit | Delete



08:44 AM on 07/25/2012



**DeutscheAuto**



0

Audi was not the best ten years ago when BMW was, but they've been doing it right in more recent times while BMW stumbled a tad. I do not have anything against Lexus,



but if I were spending this much money on a new SUV I would want the design and style offered by the Audi and Volvo because the Lexus can be seen around every corner and the Mercedes resembles a first-generation Highlander from behind.

Edit | Delete

02:58 PM on 06/16/2012

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**Doc B**



-2

Coollest vehicles on the market. Three years ago. Or not.

Edit | Delete

Reply

01:46 PM on 03/23/2012

[Report](#)



**Cliff**



0

Not look good.

Lexus design should be elegant rather than cheapy look like Korea car.

Edit | Delete

Reply

★ 04:47 PM on 03/02/2012

[Report](#)



**Thug On A Rug**

Super User



-4

i just don't understand the craze for this emerging segment. These just don't excite me like the the way the luxury and performance sedans do.

Edit | Delete

Reply

2 Replies

09:02 PM on 03/07/2012



Wyatt Burp



+5

No man should ever be seen with part of his hair dyed red.

Or, you can drive and do whatever the eff you want and not worry about \*\*\*\* like that.

Edit | Delete



★ 04:34 PM on 05/10/2015



Thug On A Rug

Super User



+1

*Wyatt Burp wrote on 03/07/2012 at 09:02 PM*

*"No man should ever be seen with part of his hair dyed red. Or, you can drive and do whatever the eff you want and not worry about \*\*\*\* like that."*

Wow, talk about being butt hurt. I've never seen any kind of reaction like that to one's personal preference. I'm afraid to see what happens when someone actually says something vulgar to you. You might need to work on your people skills, buddy.

Edit | Delete



07:03 AM on 12/05/2011

[Report](#)



ggusta g.



0

yes, 2012 rx is same thing we been getting for years, more or less the Venza for people who like nicer finish and who like a smaller bank account. when will they roll out the 2013 rx/venza? any photos that are reliable? The 2012 camry is so similar to the prior camry I can hardly wait. ::rolleyes:: :-) Toyota is more concerned with under the skin.

As far as LED's, the led size is too big still and the quantity is presently way too small to really to have the impact they could have. The eyelid look, Audi or not, strikes me as lame. Whatever floats your boat.

Edit | Delete



Reply

05:27 PM on 10/10/2011

[Report](#)**Capt Larry Reimer**

0

Okay - guess this is where to post "comment" on the new Hyundai Veloster because I can't find your Short Take Road Test comments. I "took a look" at one in the showroom last Friday - didn't drive it. Having been Captain on a few ships for repairs at Hyundai, Ulsan in the past, from what I saw over there I would have never even LOOKED at a Hyundai auto - BUT - when I took a good look at the Veloster I was amazed - by it's design, engineering and build quality. Yes is it UNDER-powered - but - for driving in a high-density traffic environment how MUCH HP do you really need? At least it comes with a 6-spd Manual. As for Steering FEEL - again I did not drive it - but have seen much to the contrary about steering responsiveness plus "feel" in other tests - yet another "subjective" opinion. The car I looked at - loaded - was \$21,000 - not bad. Made IN Ulsan Korea. Overall I was very surprised - and IMPRESSED.....what a difference a DECADE makes!!!

Capt Larry Reimer

Fort Lauderdale, FL

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1

[Reply](#)**1 Reply**

★ 05:32 PM on 10/10/2011

**GA\_Chris**

Super User

0

Veloster comments are here:

[http://www.caranddriver.com/reviews/car/11q3/2012\\_hyundai\\_veloster-short\\_take\\_road\\_test](http://www.caranddriver.com/reviews/car/11q3/2012_hyundai_veloster-short_take_road_test)

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1

04:30 PM on 09/22/2011

[Report](#)**Christian99**

0

I like Kia inclusion of LED lights. They purposely ruin all the luxu-snoppy brands.  
Lexus has the worse LED.  
The best is still Audi, they are the ORIGINAL to include in mass production cars.

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Reply

## 2 Replies

01:36 AM on 10/10/2011



**Radwon**

0

Totally agree especially on the IS. Lights are way too bright. Audi does it right but that's their gimmick. On a Lexus it looks totally out of character and more like some kid modded it up with cheap aftermarket parts. I say this because I own a IS and think it looks ridiculous. They could've come up with something a bit better to make you want to buy the latest model.

Edit | Delete

✖ 06:30 PM on 03/26/2012



**Thug On A Rug**

Super User



0

The LED lights on Lexus are horrible. I'm starting to feel bad for Lexus.

Edit | Delete

04:00 AM on 09/21/2011

[Report](#)



**Man of men!**



0

"Only 250 copies will be built of the LS Sport Authentic Special Edition (will the badge even fit on the trunk?). This short-wheelbase, rear-drive LS will have 19-inch forged aluminum wheels, summer rubber, Brembo brakes, a sportier suspension tune, some exterior trim changes, sport seats, Obsidian black paint over a black/gray two-tone interior, and a list of luxury amenities. Figure on a mid- to high-\$80K price. "

\$25K more for this package! Black/gray two tone - ugh!

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Reply

03:55 PM on 09/18/2011

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Engines&souls



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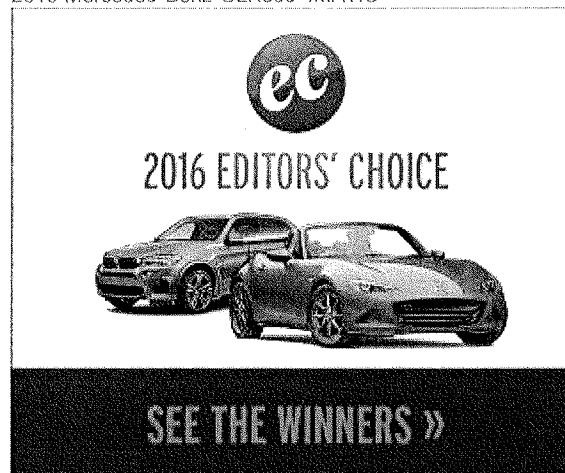
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2009 Audi Q5 3.2 Quattro

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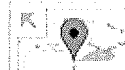
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##### Instrumented Test

2013 Mercedes-Benz GLK350 / GLK350 4MATIC

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##### First Drive Review

2013 Audi Q5

## **Future Cars**

2016 Audi Q2 Rendered

## **First Drive Review**

2013 Chevrolet Equinox 3.6 V6

## **Future Cars**

2014 Land Rover Range Rover Spied Again

## **Official Photos and Info**

2013 Audi SQ5 TDI

## **First Drive Review**

2013 Mercedes-Benz GLK250 BlueTec / GLK350

## **Future Cars**

2016 Audi Q8 Rendered

## **Official Photos and Info**

2013 Mercedes-Benz GLK350 / GLK250 BlueTec

## **Short Take Road Test**

2012 Volvo S60 R-Design

## **First Drive Review**

2012 Land Rover Range Rover Evoque

## **Short Take Road Test**

2011 Saab 9-4X Aero XWD

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2013 Audi Q5 S / SQ5 Spy Photos

## **Auto Shows**

2012 Volvo S60 And XC60 R-Design Official Photos And Info

## **Auto Shows**

2012 Audi Q3 Sketches Released

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2012 Audi Q5 2.0T Quattro Hybrid

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## **Prototype Drive**

2011 BMW X3

## **Column**

David E. Davis Jr.: Volvo Could Be The Stairway To Heaven That Geely's...

## **Feature**

2012 Audi Q3

## **Official Photos and Info**

2011 Audi Q7

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2010 Lexus GX460

## **Auto Shows**

2011 Volvo S60

## **Column**

Eddie Alterman: Behold The New Lexus WTF

## **Comparison Tests**

2010 BMW X5 M Vs. 2009 Jeep Grand Cherokee SRT8.

2010 Land Rover Range...

## **Official Photos and Info**

2011 Volvo S60

## **Auto Shows**

2010 Volvo C30

## **Short Take Road Test**

2010 Acura RDX Front-Wheel Drive

## **First Drive Review**

2011 BMW X1

## **Review**

2009 Lincoln MKX

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2009 Audi Q5 Launches In Beijing, Exclusive Info And Photos On The...

**Short Take Road Test**

2006 Volvo C70 T5

**Short Take Road Test**

2007 Lexus ES350

**Short Take Road Test**

2007 Lexus RX350

**First Drive Review**

2007 Volvo S80

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Lexus Recalls Some RX330 SUVs

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BMW X3 Hybrid

**Column**

The War Against Davins: What's A Blinger To Do?

**Spied**

Audi Q5

**Column**

Road Designers Find A New Way To Sell The S-Word.

**Road Test**

2006 Lexus RX400h

**Auto Shows**

Volvo 3CC

**Road Test**

BMW X3 3.0i

**Auto Shows**

Lexus RX400h/Toyota Highlander Hybrid

**Road Test**

2004 Lexus RX330

**Column**

A Late-Night Chase. One Fatality, Whom To Blame?

**First Drive Review**

Lexus RX330

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Volvo S60 R/V70 R

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2003 GMC Envoy Vs. Land Rover Discovery, Lincoln Aviator, Volvo XC90,...

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Ford Escape Vs. Honda CR-V, Hyundai Santa Fe, Jeep Cherokee, And Seven...

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SUVs Face Charge: Hit Someone And You'll Kill 'Em

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Volvo Adventure Concept Car

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## Highs, Lows, and Verdict

### Highs:

Excellent performance, great utility, robust construction, tidy package.

### Lows:

Torque steer when you leg it, bland character when you don't.

### Verdict:

Who says a family hauler has to be slow?

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## News and Reviews

[Leaked Photos Show Stylish](#)

[Refreshed Dash for Volvo's V70 - Car News](#)

[2008 Volvo V70 3.2 - Road Test](#)

[How Badly Do You Want to Save on Gas? Would You Consider A Wagon? - Car News](#)

[2008 Volvo V70: No Nav, but the Same Infotainment Annoyances - Car News](#)

[2008 Volvo V70/XC70 - First Drive Review](#)

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[Complete Specs and Performance Data](#)

## 2001 Volvo V70 T5

A case of the family station wagon becoming the family station rocket.

JUL 2000| BY CSABA CSERE | PHOTOGRAPHY BY KEN HANNA

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## Road Test

With the appearance of every new van, sport-ute, pickup truck, or mongrelized mutation of these vehicles, we are assured that the target buyers are youthful, sexy, and cool and enjoy "active lifestyles." As if many minivan buyers actually hauled 200-foot coils of bungee-jumping cord rather than grocery bags filled with Wheaties and Pampers. And besides, why would a wring-every-drop-of-excitement-out-of-life type want to drive a sluggish, slow beast of burden on the way to the next thrill sport?

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For anyone seeking a more balanced blend of payload capacity and driving excitement, Volvo offers its redesigned V70 wagon. In the T5 form tested here -- the T is for "turbo" -- the V70 can vault from a standstill to 100 mph in 18.8 seconds, come to a dead stop from 70 mph in a mere 167 feet, and corner at 0.80 g to help you challenge the

mountain roads leading to your next rock-climbing expedition.

At the same time, the V70 will easily accept four adults and some 38 cubic feet of luggage. And to protect you in accidents, it comes with front, side, and head airbags; seatbelt pretensioners; anti-whiplash front seats; anti-lock brakes; and an optional stability-control system for \$1100.

These features and capabilities come in a package that, at 185.4 inches in length, is 0.8 inch shorter than the previous V70. That makes it anywhere from about four to seven inches shorter than its big-buck European competitors and more than a foot shorter than a Ford Taurus wagon, hardly a behemoth.

This new version of the classic Volvo wagon is built on the modern P2 platform that Volvo introduced on the '99 S80 top-of-the-line sedan. As a result, the new V70 may be slightly shorter than the 2000 model, but it packs nearly four more inches of wheelbase, an inch-wider front track and a three-inch-wider rear track, and about two more inches of width and height. No wonder most of its interior dimensions are more generous than its predecessor's. This is particularly impressive since the skin of the new V70 is far more voluptuous than its boxy predecessor's.

Slide behind the V70's steering wheel, and you'll find not only plenty of room but also a superb seat that provides an exquisite blend of softness and support. Moreover, the driving position benefits from a steering wheel adjustable for both angle and reach, clean instrumentation, and an excellent control layout. We can't imagine anyone having trouble finding comfort in the cockpit of the V70.

Although the use of wood trim is limited to relatively small pieces, the various plastic panels feel soft and look rich, an impression that is supported by the V70's excellent fit and finish. Cushy leather elbow pockets in the doors advance the sensation of being inside an expensive cocoon.

Slip into the back seat behind a six-foot-tall driver, and you will also find a second very comfortable seat, but don't expect to cross your legs unless you're still in elementary school. All three rear-seat positions are fitted with shoulder belts, child-seat anchors, and even headrests.

When it's time to fold the seat and pack your parachutes or ice-climbing gear, the center rear headrest retracts and the outer ones fold down so that you don't have to fiddle with removing them. After flipping up the seat cushions and folding the rear seatbacks forward, the load floor is perfectly flat for its entire length.

Not only can you pack up to 72 cubic feet of thrill-sport equipment, but you can also deploy netting from the rear seatbacks that clips to the headliner, isolating the cargo compartment for ad hoc pet storage and preventing objects in the back from flying forward. There's even a neat panel that folds out of the rear load floor to form a compact area to constrain grocery bags (or bundles of pitons and carabiners) on the ride home. Alternatively, you can opt for a rear-facing third-row seat good for two fourth-graders.

But what we really like about the T5 is that in addition to hauling your family you can haul ass. Although the T5's turbocharged engine is a tad soft moving away from a dead stop, it is effortlessly powerful once on the move. Stand on the accelerator at 70 mph, and the T5 flattens you into your seatback as the transmission instantly drops down a couple of gears and brings the engine into its power-laden rpm band. In fact, the V70 T5 is easily the quickest station wagon you can buy short of the very rapid BMW 540i, which stickers just north of \$56,000, more than 20 grand above the T5's \$33,975 base price.

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05:49 PM on 08/15/2013

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Hakeem Mulholland



0

Still looks absolutely beautiful in roadster form.

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Reply

## 2 Replies

01:25 PM on 08/16/2013



**Phantic n' Philly**

Super User



0

agreed it doesn't look bad but that 3.5 mercedes powerplant is it's weakest link, i can't tell you how many i've seen be toast in under 12K, due mostly to lack of maintenance, people believe 5k between changes with conventional oil is ok, problem is the internals clog and that's where they cut loose

Edit | Delete

05:19 PM on 08/16/2013



**Hakeem Mulholland**



0

Ouch, I never knew the engine had problems like that. Thanks for the info. I still love this car though.

Edit | Delete

07:43 PM on 05/31/2013

[Report](#)



**Dalbunosky**



0

This is one beautiful wagon. Conservative and buttoned down yet good-looking, classy, and elegant, an absolute lady in the street and dam comfortable inside, kind of like Emma.(Not a big fan of Kate)  
And it's one of the few wagons that look good, if not better, without the roof rails.

The engines used were ok at first but the later choices were seriously outclassed. Still not a fan of their engine choices now.

Edit | Delete

Reply

06:35 AM on 11/20/2012

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Sofia

0

This is an awesome car to drive.. I have driven one for 6 months and it still impresses me everyday. One of the best vehicles to come out of Mazda's stable. Not quite sure why they decided to stop producing this model. The only competition this car ever had was the BMW X6 - X5 models. A real favorite with people who want to be noticed also. The CX-5 is good, but just doesn't have the feel of the CX-7.

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05:56 PM on 10/08/2012

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DaveCarGuy

0

Great car for a great price. Yes, it does require a bit more maintenance, but after 12 hours in the saddle, i can still walk. And it gets 28 mpg.

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★ 11:05 PM on 08/22/2012

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Thug On A Rug

Super User

0

Why are 911 Targa models so rare? I see more GT3s than I do Targas. Why do they even make them any more if they are so rare anyways?

[Edit](#) | [Delete](#)

[Reply](#)

★ 04:45 PM on 07/08/2012

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Brendon Davis

Super User

+1

I loved the CX-7. Sure, it looked a tad chubby, but they handled amazingly and drove much smaller than it actually was.

Edit | Delete

1

Reply

★ 04:13 PM on 07/08/2012

[Report](#)



**Thug On A Rug**

Super User

+1



It's sad that this CX-7 didn't have a very long life. This was one of the best handling SUVs with a peppy little turbo four. It will be missed.

Edit | Delete

1

Reply

03:44 PM on 06/26/2012

[Report](#)



**Fat Kids Love Cake**



0

Ahhhhhhh.

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1

Reply

★ 01:48 PM on 05/17/2012

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**Thug On A Rug**

Super User

0



Chrysler dropped the ball with the Prowler and then the Crossfire. What sports car will they mess up next?

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1 Reply

04:00 PM on 06/16/2012


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## 2001 Volvo S60 T5

A solid and capable family sedan dreams of being a sports car.

AUG 2002 | BY ANDRÉ IDZIKOWSKI |

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### Long-Term Road Test

We always have logbooks in our long-term test vehicles to keep precise records of the gas and oil additions and maintenance and to record the comments and observations of the drivers and passengers. The logbook is a 100-page "reporter's notebook" that fits in most back pockets. Half of those 100 pages we reserve for the opinions -- praise, complaints, and assorted bleatings -- of some two dozen people who spend time in a vehicle over the course of our 40,000-mile tests, which can last a year or longer. Often times, 50 pages isn't enough space to record all the hollering, so we have to attach another notebook to accommodate the overflow. Once in a while, the opposite occurs -- the car inspires neither a lot of complaints nor a great deal of adulation. And this Volvo is a case in point, as our S60 collected just 18 pages of notes.

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Rank in Entry-luxury Cars



1. Audi A4

Price:

\$36,825 - \$38,925



2. BMW 3-series

Price:

\$34,145 - \$50,195



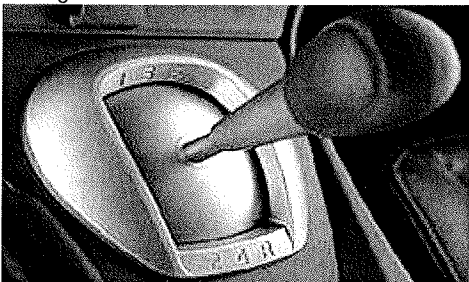
The shortage of commentary wasn't because we disliked this car, but rather that it didn't inspire in us the sporty enthusiasm that Volvo was hoping for. Volvo has long been associated with building practical, comfortable, often powerful, and above all safe cars, but not sporty ones. According to Volvo, the new S60 was to add excitement to the mix, competing more directly with the new crop of sports sedans from BMW, Audi, and Lexus. Since we are big fans of the sports-sedan genre, we were eager to give the S60 a go when Volvo offered one for an extended drive.



Volvo sent us its sportiest version of the S60, a T5 model, which came with a 247-hp, 2.3-liter turbocharged five-cylinder engine and a five-speed manual transmission. Our Ash Gold Metallic T5 was also optioned to the gills with a navigation system (\$2500), leather seats (\$1300), a power sunroof (\$1200), a Cold-Weather package (\$450), a Touring package (including laminated side glass, air filtration, and memory mirrors for \$550), the metallic paint (\$400), and 17-inch alloy wheels (\$500). All those options brought the price to \$39,275.

Just 634 miles into our test, the T5 refused to start. But after we had it towed to the dealer -- you know what's coming, right? -- it started right up and ran just fine. No mechanical failure could be found. This turned out to be a one-time glitch.

The S60 quickly became popular as an interstate cruiser because of its comfortable ride, prodigious thrust, and long range between fill-ups. Patrick Bedard exclaimed, "Wow! 514 miles on a tank. I had topped it way up to start, but still . . ." Most staffers were also impressed with the S60's exterior styling, and although that may be debated, it is indeed a sexier-looking entry than the boxy S70 it replaced. Others demurred, saying it was no more exciting-looking than a scaled-down S80.



The interior styling with its "space ball" shifter -- it's a big ball-and-socket pivot with the gearshift lever sticking out of it -- and brushed metal accents got positive reviews. Opinions about the front seats were favorable as well; most found them comfortable, but some shorter drivers complained that the headrests made them sit in an uncomfortable hunched-forward position. Rear-seat passengers also complained about having to crane their necks sideways because the large front headrests blocked their view forward.

In its initial testing, the T5 hustled from 0 to 60 mph in a quick 6.5 seconds and covered the quarter-mile in 14.9 seconds at 99 mph. Some 40,000 miles later, it posted almost identical times and speeds, but good test numbers at the track and lots of horses under the hood didn't translate well into daily driving pleasure. Several staffers noted that the T5 usually felt flat-footed and slow in day-in and day-out traffic situations. Volvo doesn't sell many S60s in this country with manual gearboxes, and matters weren't helped by a balky shifter and sticky clutch.

With about 16,000 miles on the odometer, photographer Aaron Kiley encountered some gremlins with the S60's alarm system and door locks while vacationing in Maine. "We got lots of doors mysteriously unlocked when we knew we had locked them. Also lots of alarms and sirens went off unprovoked." The problem seemed to be caused by a short in the key fob, so Kiley removed its battery. A new one was installed when he returned, and the problems went away.

1 2 3 4 Next Page



### 3. BMW 4-series Gran Coupe

Price:

\$48,945 - \$50,945



### 9. Volvo S60

Price:

\$35,090 - \$60,240

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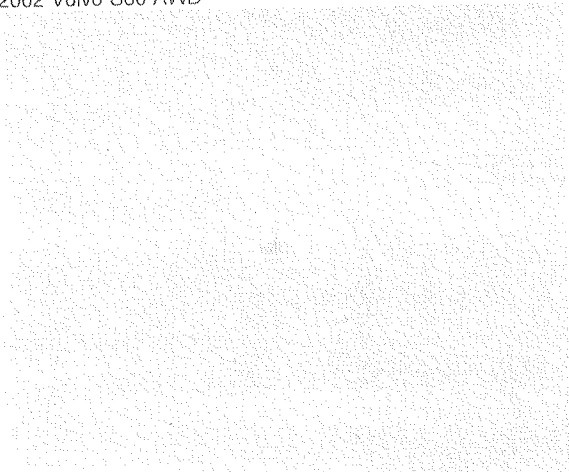


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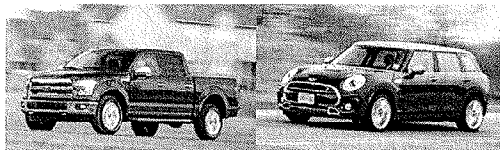
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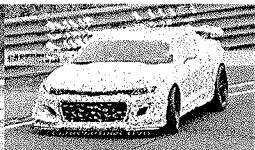
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## 2001 Volvo V70

Hey, what'd they do to my breadbox?

APR 2000 | BY STEVE SPENCE

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### First Drive Review

Wonder if Linda Tripp has learned yet that beauty is a skin-deep deal? Maybe not, but we sure have -- a good example is found in the March 1996 issue, when we pitted an elegant and utterly stylish Audi A6 Quattro wagon (\$40,265) and a luxuriously aggressive BMW 525i Touring wagon (\$46,201) against a very dowdy-looking Volvo 850 Turbo wagon (\$39,423). Which was like putting Rosie O'Donnell up against Ursula Andress in a bikini bake-off, as all Volvo wagons since the '60s appear to have been designed by a Calvinist with a steady hand and a T-square. But despite this absence of glamour among a very glamorous "après ski" set of pricey wagons, the Volvo won. (The voting of the three driver judges was interesting: Two judged the Volvo to be best, while the third voter ranked it dead last.)

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### Specifications

**VEHICLE TYPE:** front-engine, front- or 4-wheel-drive, 5-passenger, 5-door wagon

**ESTIMATED BASE PRICE:** \$34,000-\$37,000

**ENGINES:** turbocharged and intercooled DOHC 20-valve 2.4-liter 5-in-line, 197 hp, 210 lb-ft; turbocharged and intercooled DOHC 20-valve 2.3-liter 5-in-line, 242 hp, 243 lb-ft

**TRANSMISSIONS:** 5-speed manual, 5-speed automatic with lockup torque converter

### DIMENSIONS:

**Wheelbase:** 108.5-108.8 in **Length:** 185.4-186.3 in

**Width:** 71.0-73.2 in **Height:** 58.6-61.5 in

**Curb weight:** 3350-3550 lb

### MANUFACTURER'S

### PERFORMANCE RATINGS:

Zero to 60 mph: 6.7-8.2 sec

Top speed (governor limited): 130 mph

### PROJECTED FUEL ECONOMY:

EPA city driving: 20-22 mpg

EPA highway driving: 25-30 mpg

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Refreshed Dash for Volvo's V70 - Car News

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How Badly Do You Want to Save on Gas? Would You Consider A Wagon? - Car News

2008 Volvo V70: No Nav, but the Same Infotainment Annoyances - Car News

2008 Volvo V70/XC70 - First Drive Review

Besides its hopeless looks, the Volvo wagon's torque steer could be spooky, and the car lacked the structural rigidity of the two Germans. Still, it won for a simple reason: Its exquisite 222-horsepower turbocharged five-cylinder engine made it a kick in the pants to drive. Plus, it was cheaper than the other fancy pants, it had a long list of amenities and features, and you could get more stuff in it. Looks? Some thought its lack of them made the wagon cool.

Then, a few years ago, the 850 got a name change to V70 (the V stands for "versatility," and why Volvo thinks numerical monikers need changing every five years, we remain clue-free). Now come the all-new V70 wagons that go on sale this spring.

The startling news, as you can see, is the box has disappeared. Volvo has entered the beauty contest it seemed to shun for so long. The V70's designer, an Englishman named Peter Horbury, who once worked for Chrysler, says he tried to design a wagon with "the front of a sports car and the rear of a van." True enough, the tailgate retains its vertical stance, a tribute to its hauling function, but there isn't a hard edge anywhere.

The V70 shares its platform not with the very sporty-looking S70 sedan, but with Volvo's big flagship S80 four-door luxury car. Beauty doesn't come without its price. Lop off all the right angles on a brick, and the brick gets smaller. At 185.4 inches long, the base V70 has lost half an inch over its predecessor, although Volvo has added about two inches in girth and height. There are 1.2 more inches of front-seat legroom (from 41.4 to 42.6), although some of that may have been swiped from rear leg space. Still, versatility does not suffer; fold down the rear seats and the front passenger seat, and you can stuff something 9 feet, 3 inches long inside. With the rear seats in place but slid forward to trade a bit of passenger comfort for extra cargo room, there is still 37 cubic feet of space, a hair more than the previous wagon's. And you're driving a very sporty car, not a bread van.

The fun emanates from a pair of turbocharged five-cylinder engines (the unblown base motors will join the line later). A 2.4-liter light-pressure turbo (designated the 2.4T) churns out 197 hp at 6000 rpm and 210 pound-feet of torque at 1800 rpm, and a high-pressure turbo motor of 2.3 liters (dubbed the T5) has been cranked up to turn out 242 hp at 5200 rpm and 243 lb-ft at 2400 rpm. Both all-aluminum engines have dual overhead cams, four valves per cylinder, variable valve timing, drive-by-wire throttles, and, paradoxically, a smothered engine note, perhaps because Volvo continues to sell itself as a safety-obsessed family-car maker. Having said that, be apprised that the big-power engine comes standard with a five-speed manual gearbox, a combination that Volvo says will bolt to 60 mph in 6.7 seconds (that's as quick as a BMW Z3 2.3), topping out at a governed 130 mph. (Our '96 850T, with 20 fewer horses and a four-speed automatic, ran to 60 mph in 7.2 seconds and kept on running to 144 mph.) The automatic gearbox, called Geartronic, offers manumatic ratio selection.

Inside are some of the most comfy seats on the planet, a Volvo tradition, and the use of leather inlaid with fabric sections kept this driver from sliding about. It's a wonderfully airy cockpit for a mid-size wagon. Brick-shaped vehicles have broader views of the road, and this one seems hardly compromised by its more slanted windshield. Interior materials are excellent, and the amount of wood in play is not too theatrical. There are four sound systems, and the best, the Dolby Pro Logic Surround setup, is simply magnificent.

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based on this post was the reason i insisted my older son take a look at the sedan version ( 5 star crash rating front & side ) for the SX-4 sedan, the suv pictured didn't fair as well and we all know our children are our most precious thing on earth, over all a pretty

solid car only if the previous owner had maintained it, we had to fight with not only 1 dealer but also the dealer who sold us the car because of on-going emission issues that no one wanted to touch, the state attorney general in NJ & their used car lemon law division got that straightened out for us, a shame you must go that route but some dealers are only interested in the almighty dollar and sometimes you have to have them reminded there is service after the sale

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## Books in Brief: Fiction; Burning Volvo

By Laura Ciolkowski

Published: March 19, 2000

Roberto Silva believes he's "making a comeback in life." Downsized from his job as a security guard at an Oakland bank, homeless and penniless and reduced to crawling through the mud on his belly in order to elude the police, Roberto nevertheless sees an "enterprising future stretched ahead." Like Silver Mendez and Gus Hernandez, the men who share with him the unforgiving world of Gary Soto's memorable new novel, *NICKEL AND DIME* (University of New Mexico, cloth, \$29.95; paper, \$16.95), Roberto is a man whose flawed vision and good heart make him an endearing if tragic figure. The interconnected stories here follow the declining fortunes of the three men: Roberto, whose innocent scheme to keep from starving backfires when a Christmas wreath he sells sets a man's Volvo on fire; Silver, an aging poet who hasn't sold any of his work in years; and Gus, Roberto's compadre from the bank, whose 19-year service as a security guard ultimately amounts to nothing. Soto's characters cross paths in unlikely places, and their wanderings join together the disparate lives of people who seem to have little connection to one another. Soto, who is also a poet and writer of young adult fiction, recounts with sensitivity and humor the travails of his characters, Mexican-American men who are living on society's margins. Soto's sympathy with their dreams and his refusal to preach about how society has cheated them makes "Nickel and Dime" a powerful novel, unpretentious and brutally honest. Laura Ciolkowski

Drawing (Aaron Augenblick)

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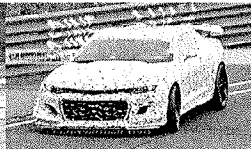




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**Specifications****VEHICLE TYPE:**front-engine, 4-wheel-drive, 5-7-  
passenger, 4-door sedan or 5-door  
wagon**ESTIMATED BASE PRICE:**

\$40,000

**ENGINE TYPE:**turbocharged and intercooled DOHC  
20-valve 5-in-line, aluminum block  
and head, Bosch Motronic ME7.0  
engine-control system with port fuel  
injection**DISPLACEMENT:**

154 cu in, 2521cc

**Power (SAE net):** 300 bhp @ 5500  
rpm**Torque (SAE net):** 258-295 lb-ft @  
1950 rpm**TRANSMISSION:**6-speed manual, 5-speed automatic  
with lockup torque converter**DIMENSIONS:****Wheelbase:** 106.9 / 108.5 in **Length:**  
181.3 / 185.4 in**Width:** 71.0 / 71.0 in **Height:** 56.3 /  
57.6 in**Curb weight:** 3550-3600 / 3750-3800  
lb**MANUFACTURER'S  
PERFORMANCE RATINGS:****Zero to 60 mph:** 5.4-7.2 / 5.6-7.4 sec  
**Top speed (governor limited):** 155 /  
155 mph**FUEL ECONOMY:****EPA city driving:** 18/ 18 mpg  
**EPA highway driving:** 25 / 24 mpg  
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## Volvo S60R/V70R

Uncle Olaf cranks the boost up to 11.

FEB 2003|BY AARON ROBINSON|

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### First Drive Review

In a world gone completely catawampus with Porsche sport-utes and Cadillac pickups, Volvo barely deserves mention for this playful tug at its own starchy brand.

Okay, it's more like a violent jerk. The evangelists of the "All Safety All the Time" gospel submit for consideration to their slightly phobic fan base the S60R sedan and V70R wagon, each with 300 horsepower, all-wheel drive, Brembo four-piston calipers, and a choice of a five-speed automatic or six-speed stick. Volvo is bringing steak tartare to its normally vegan potluck.

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Apparently, the vegans in question quite like the taste of red meat. Remember the bumblebee yellow 240-hp 850 T-5R wagon of 1995? The company was only supposed to build 1000, but Volvoistas stormed the dealerships, and



7500 were served.

Those who were turned away have sat out a nine-year wait for the replacement R. Chalk up the delay to the company's rigidly conservative culture, says Lars Erik Lundin, vice-president and general manager of Volvo's Monitoring and Concept Center. Selling Volvo's safety-image-obsessed management on a hot rod is always a challenge. "Boring is something we're known for," Lundin sighs.

At least the S60R and the V70R start from a nonboring baseline. With its broad shoulders and arcing roofline the S60 was "a little bit against Volvo philosophy in that it put design over packaging," says Lundin. Last year Volvo offered the Haldex electrohydraulic all-wheel-drive system, and this year the R debuts.

On a brief romp over mountain roads and around the turns of Circuit Paul Ricard in southern France, a V70R with the five-speed automatic proved the new Volvo has plenty of protein. The engine plumbs thick torque to a chassis that knows just where to squirt it in corners, especially on a rain-drenched track. The steering is light, but the turn-in is quick and the car rotates surprisingly hard in turns. The brakes feel as if they could stop time.

The biggest complaint is that the heavy boost builds smoothly but blows off with a rush, leaving the engine gasping. Volvo says it's still working to smooth the R's Superman/Clark Kent transitions.

To make the R, Volvo did thorough rework on the cast-aluminum DOHC 20-valve, 2.5-liter turbocharged in-line five that is the 208-hp base engine of the new XC90 sport-ute. "To get 300 horsepower out of 2.5 liters, you need a lot of air," says Lars Johansson, engine project leader.

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## 2008 Volvo C30 T5

There's less to this baby than meets the eye.

FEB 2007 | BY RAY HUTTON

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### First Drive Review

In Europe, Volvo identifies the new C30's main competition as the BMW 1-series and three-door Audi A3, neither of which is sold in the U.S. (we get the five-door A3). When the car goes on sale here this summer as a 2008 model, however, it will be pitched at the Mini Cooper S.

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The C30 is essentially a pretty coupe version of the Volvo S40 sedan, which is based on the corporate C1 platform that also underpins the European Ford Focus and the Mazda 3. It is 8.5 inches shorter than the S40 but is otherwise dimensionally close and mechanically the same.

Whereas elsewhere the C30 becomes the entry-level Volvo, the U.S. will get only the top-of-the-line T5 version sporting the turbocharged 2.5-liter five-cylinder engine producing 218 horsepower and driving the front wheels.

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### Specifications

#### VEHICLE TYPE:

front-engine, front-wheel-drive, 4-passenger, 3-door hatchback

#### ESTIMATED BASE PRICE:

\$25,000

#### ENGINE TYPE:

turbocharged and intercooled DOHC 20-valve inline-5, aluminum block and head, port fuel injection

#### DISPLACEMENT:

154 cu in, 2521cc

Power (SAE net): 218 bhp @ 5000 rpm

Torque (SAE net): 236 lb-ft @ 1500 rpm

#### TRANSMISSION:

5-speed automatic with manual shifting, 6-speed manual

#### DIMENSIONS:

Wheelbase: 103.9 in Length: 167.4 in

Width: 70.0 in Height: 57.0 in

Curb weight: 3000 lb

#### PERFORMANCE (C/D EST):

Zero to 60 mph: 6.4 sec

Standing ¼-mile: 14.5 sec

Top speed (drag limited): 149 mph

#### PROJECTED FUEL ECONOMY (C/D EST):

EPA city driving: 20-22 mpg

EPA highway driving: 28-32 mpg

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Volvo Ends Production of C30 Hatchback, Replacement Plans Unclear - Car News

Volvo Introduces 2013 C30 Polestar Limited Edition, Bringing 250 Examples to the U.S. - Car News

The C30 T5 is respectably fast — 0 to 60 mph in an estimated 6.4 seconds and a top speed of perhaps 149 mph — but won't scare Volvo traditionalists. It includes the marque's usual comprehensive array of safety equipment but manages to look more lithe and youthful than other Volvos.

In fact, the shape, with its rising beltline and tapering tail and the glass hatch that recalls the 1970s P1800ES, comes directly from the Volvo SCC (Safety Concept Car) that previewed BLIS (Blind Spot Information System), which is available as an option on the C30.

The SCC emphasized visibility, and the C30 follows the same principle. All-around vision is probably the best of any current small car, thanks to narrow pillars, a deep windshield and glass hatchback, and some subtle details such as triangular-section door pillars and the narrowing tail that improve the view over the shoulder and through the side mirrors. The same features are used to emphasize its visual appeal. The designers urge you to look through the rear window and appreciate the clear path between the separate rear seats leading to Volvo's trademark "floating" center stack.

The two rear seats are for adults, with adequate leg- and headroom for a six-footer; they drop down at the flick of a lever to form a flat but high load space. With the seats in place, however, the addition of luggage spoils the designers' effect, and neither hard cover nor soft window shades are entirely satisfactory in hiding cargo from prying eyes.

Like the sporty versions of the S40, the C30 handles nicely enough, but it's not terribly rewarding. The optional Sport setup — stiffer, with the ride height lowered by an inch and 18-inch wheels — isn't very comfortable and, if anything, aggravates the T5's tendency to torque-steer when accelerating on an uneven road. Unlike the S40, the C30 will not be offered with four-wheel drive.

Generally, though, what you see is what you get with the C30: a practical three-door-hatchback version of a familiar sedan. Like the Mini Cooper, it offers cute looks, sporty performance, and sharp handling in a compact package. The Volvo is a better car in terms of accommodation, interior furnishings, and safety features, but we aren't sure its more conventional styling (and likely higher price) will appeal to those who have come to love the Mini.

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**Hakeem Mulholland**



0

It was quite a looker, well-equipped for the price, and very roomy. But 185 hp is rather modest for such a big V6 engine in '05, but then again it was an older design. But still...

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I have yet to ever talk to an owner of a C30. I'm really curious as to how they like it. I just rarely see one and wondered if the quirky styling was part of the problem or something

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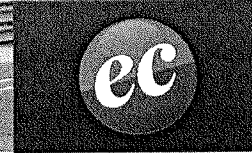
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## 2008 Volvo V70

Volvo strays even farther from its boxy style with its next big wagon.

FEB 2007 | BY MIKE AUSTIN | PHOTOGRAPHY BY MIKE VALENTE

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Volvo chose the glamorous Geneva auto show to debut its new station wagon, but all is not irony: the totally redesigned Volvo V70 wagon looks like a spaceship compared to the boxy Volvos of the past. The taut, curved surfaces of the V70 are even a significant step forward from its predecessor, which redefined perceptions about Volvo style. The most noticeable feature of the V70 is the rear, where the taillights are partially incorporated into the tailgate. The vertical portion of the rear lights are lit with LEDs.

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The only engine that will be offered in the U.S. market will be the 3.2-liter inline-six, making 235 horsepower. It's the first six-cylinder for the V70, but the engine is also found in the XC90 sport utility and S80 sedan. The V70 is based on the S80, so we expect the wagon to share a number of chassis components and underpinnings with

Volvo's flagship sedan.

The interior is larger, and boasts new interior innovations like a pair of child boosters built into the 40/20/40 three-way folding rear seat. A power tailgate and sliding rear load floor will also be offered. As for safety, the V70 has more acronyms than a NASA project: SIPS (Side Impact Protection System); WHIPS (Whiplash Protection System); Extended IC (Inflatable Curtain); HBA (Hydraulic Brake Assist); OBA (Optimized Hydraulic Brakes); RAB (Ready Alert Brakes); and FBS (Fading Brake Support). If that sounds like a lot of brakes, don't worry, the V70 has four normal discs. All of the brake-related systems combine to provide more brake pressure during emergency stops, increase brake pressure with hydraulics when vacuum pressure is low, shorten brake response time, and use greater brake pressure to account for brake fade. In other words, the V70 will do everything it can to bring itself to a stop in an emergency, provided the driver actually hits the brake pedal. And, if the V70 doesn't stop, there are plenty of airbags and crash structures to protect the occupants. Just like you'd expect from a Volvo, only now even better looking.



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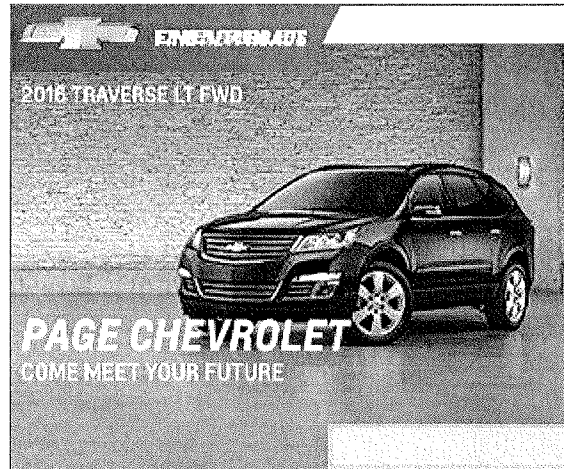


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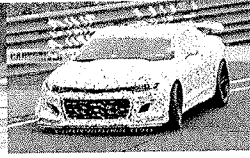
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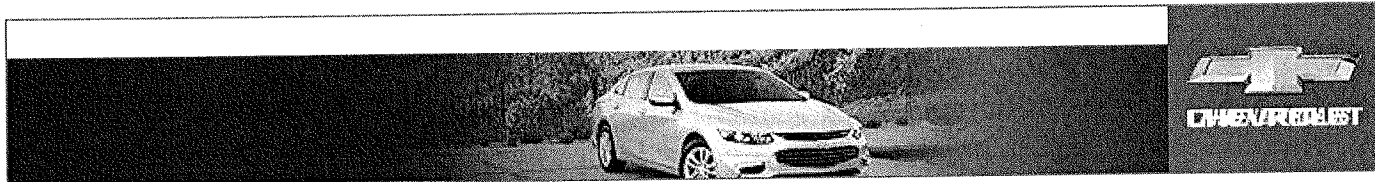
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## Specifications

### VEHICLE TYPE:

front-engine, front- or 4-wheel-drive, 5-passenger, 5-door wagon

### ESTIMATED BASE PRICE:

\$27,000

### ENGINES:

2.4-liter DOHC 20-valve inline-5, 168 hp, 166 lb-ft; turbocharged and intercooled 2.5-liter DOHC 20-valve inline-5, 218 hp, 236 lb-ft

### TRANSMISSIONS:

5- or 6-speed manual, 5-speed automatic

### DIMENSIONS:

Wheelbase: 103.9 in Length: 177.7 in

Width: 69.7 in Height: 57.0-57.5 in

Curb weight: 3150-3200 lb

### PERFORMANCE RATINGS (5-SP AUTO, MFR'S EST):

Zero to 60 mph: 6.8-8.5 sec

Top speed (governor limited): 130 mph

### FUEL ECONOMY (EST):

EPA city driving: 22-24 mpg

EPA highway driving: 30-32 mpg

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## Volvo V50

The V is for versatility.

MAY 2004 | BY RAY HUTTON

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## First Drive Review

In Europe, premium sport wagons are the thing. Audi, for example, sells more A4 and A6 wagons than it does sedans, and the BMW and Mercedes equivalents appear to be rising above a 25-percent share of sales. Volvo is famous for station wagons, essentially as practical load luggers. Now it wants some of this expanding business for "lifestyle" wagons, the more versatile five-door hatchback versions of sporty sedans. Volvo's new V50 is aimed directly at the Audi A4 Avant wagon.

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The V50 is the wagon version of the latest S40 sedan (February 2004). Therefore, it has the same C1 architecture-parent company Ford's "global shared technologies"-used by the Mazda 3 and the new Ford Focus that will appear in Europe (but not America) this summer.

Like the S40, the V50 is a big step forward from the car it replaces, the V40. Although each of the C1 projects was developed separately, Richard Parry-Jones, Ford's global product-development chief, made it his business to ensure that the reputation for precise handling that he established with the original Focus carried through to these smallest Volvos, the second all-new models since Ford took the reins (the first was the XC90 sport-ute).

The S40/V50's style was directed by Peter Horbury, the Brit who is now executive director of design for Ford in North America. It seeks to emulate the class of a small BMW, and we think it goes most of the way to achieving that. Don't forget that Wolfgang Reitzle, once No. 2 at BMW and former head of Ford's Premier Automotive Group, saw Volvo as Ford's chance to challenge Audi and BMW.

Volvo chose to present the V50, coming so soon after the S40, in two combinations. One is the T5 AWD, with a 218-hp, 2.5-liter turbocharged five-cylinder engine; the other, a 2.0-liter diesel supplied by Peugeot that will not be offered in the U.S., natch. The base gas engine for the U.S. is a 168-hp, 2.4-liter inline five. Judging by the success of the bigger XC70, we think the T5 AWD will be popular in the U.S., where it will even have the XC70's black eggcrate grille.

In Europe, four-wheel drive-an electrically controlled center differential and clutch produced by Haldex and used in other Volvo sedans and wagons and widely used by Audi and Volkswagen-is a \$1700 option. We reckon it's worth it, not because it makes the V50 a mud-slugging sport-utility-it doesn't-but because it provides extra security when driving on a loose surface or slippery wet road. The system quickly sends power to the rear wheels when front-wheel slip is detected. It neutralizes understeer and also the front-drive V50's tendency to exhibit torque steer when power is applied suddenly on an uneven road.

The V50 T5 comes with either the slick six-speed manual gearbox from the S60R or a five-speed Geartronic automatic. We like the manual; it feels much more eager than the automatic, which is geared higher overall-good for fuel economy but not for driver satisfaction. But even the manual version, behind 218 horsepower, doesn't feel as strong as we had expected.

This is a car that rewards the keen driver. The AWD model sits a bit higher than the front-drive models (to give room for the four-wheel-drive gear), but the suspension has been recalibrated to give the same good ride-and-handling compromise found in the front-drive S40.

The V50, like the S40, makes a big deal of its so-called floating center console that looks like a high-style audio component from Bang & Olufsen. The stack's face plate is offered in three different finishes that match the door handles and other trim items. The most adventurous is the transparent plastic Iced Aqua, which reveals the electronic components and fasteners behind it. Aesthetically, we didn't rate that a success, and anyway, it won't be offered here. The smartest-looking is the aluminum panel-real aluminum (the third finish is faux wood). Other innovations are "keyless drive"-a doubtful advantage as you still need to carry a bulky "passive authorization device"-and IDIS ("intelligent driver information system"), which monitors the level of driver activity and delays displaying nonessential information until a less distracting time.

Like its handling, the V50's accommodation is the same as the S40's. Space for passengers is adequate but not generous. The rear seats have a two-thirds, one-third split, and their backs simply fold down onto the cushions to enlarge the luggage area. With the seats down, the load volume is slightly more than in the V40 and Audi A4 Avant. But versatility rather than capacity is what matters in a sport wagon. Volvo says if you think of its V70 as a big suitcase, the V50 is a carry-on bag-for fast takeoff and landing.

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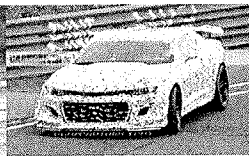
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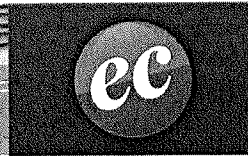
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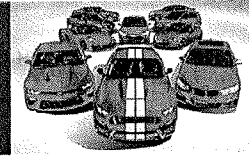
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## Volvo S40

Sweder the second time around.

FEB 2004 [BY RON KIINO]

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### First Drive Review

One shift into our driving experience with the all-new S40, and we realized Volvo's second-generation small car had taken a big step toward becoming a driver's machine. That's because now it can actually be shifted by the driver. Unlike its predecessor, which came only with a four-speed automatic teamed with a 170-hp, 1.9-liter turbo four-cylinder, this latest Swede can be equipped with a five- or six-speed manual transmission, or a five-speed automatic, and a pair of inline five-cylinder engines making 168 and 218 horsepower, respectively.

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We knew the new S40 meant business even before we got behind the wheel. A ringer for a stubbier S60, the S40 looks as if it had spent many a long winter's night at a Swedish gym. Examine the fresh next to the stale, and the new car appears more athletic, highlighted by short overhangs and bulging fenders. It is aggressive where the

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### Specifications

#### VEHICLE TYPE:

front-engine, front- or 4-wheel-drive, 5-passenger, 4-door sedan

#### ESTIMATED BASE PRICE:

\$24,000

#### ENGINE TYPE:

2.4-liter DOHC 20-valve inline-5, 168 hp, 170 lb-ft; turbocharged and intercooled 2.5-liter DOHC 20-valve inline-5, 218 hp, 236 lb-ft

#### TRANSMISSION:

5- or 6-speed manual, 5-speed automatic

#### DIMENSIONS:

Wheelbase: 103.9 in Length: 175.9 in

Width: 69.7 in Height: 57.5 in

Curb weight: 3200-3400 lb

#### PERFORMANCE RATINGS (MFR'S EST., T5 6-SP):

Zero to 60 mph: 6.3 sec

Top speed (drag limited): 149 mph

#### PROJECTED FUEL ECONOMY:

EPA city driving 22-24 mpg

EPA highway driving 30-32 mpg

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New Volvo S40 Gets S60 Treatment - Car News

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previous car was timid. More important, it now looks like a Volvo. Perhaps it bears too much family resemblance to the S60, but overall, it's a sportier, welcome guise.

Compared with the previous S40, the new car is 1.9 inches shorter, yet is 2.1 inches wider and 1.5 inches taller. It rides on a wheelbase that is 3.1 inches longer and has wider front and rear tracks. As a result, every interior dimension—sans rear headroom, which remains 37.2 inches—has increased, including a much-needed 1.7-inch hike in rear legroom.

Volvo's "smaller without getting less" philosophy not only resulted in an interior that is bigger but one that is more stylish and functional. Bisecting the dash is a unique, aluminum-covered center stack that is less than an inch thick. It looks like a chic Nambé platter, and it houses all the audio, telephone, and climate controls, while also shielding a convenient storage bin behind it. Ergonomically, the button-and-knob-infused stack isn't immediately intuitive, but a few minutes of study make it a quick learn. Once mastered, the controls become a second thought to the appreciation garnered from the top-level fit and finish and high-quality materials. Despite being an "entry level" car, the S40 feels as refined and luxurious as the upper-echelon S60.

Although Volvo designed the S40, it can't take full credit for developing the car, which shares architecture with the Mazda 3 and next-generation Ford Focus. Engineers from Ford, Mazda, and Volvo collaborated on the C1 platform, contributing to and drawing from the development pool. The fruits of this labor came to be known as "global shared technologies," or the basic components—underbody, suspension layout, steering, etc.—utilized by the three brands. According to a Volvo engineer, the shared components consist of "everything that doesn't make the brand." In other words, Ford and Mazda couldn't grab everything they wanted from Volvo's safety bag.

As with all Volvos, that bag is full of comforting things, including front, side, and curtain airbags; collapsible pedals; seatbelt pretensioners; whiplash protection; and four grades of steel for the frontal structure to create optimal crumple zones. Volvo even went so far as to simulate frontal crash tests without the engines installed, forcing engineers to shave 7.8 inches from the width of the transverse motors so they'd fit within the space that remained after the test. Moreover, the S40, whose body is 68 percent stiffer than its predecessor's, gets standard traction control and four-wheel disc brakes with ABS and emergency brake assist, as well as optional dynamic stability control.

Our favorite preview example—a front-wheel-drive T5—came with the turbocharged 2.5-liter inline five-cylinder used in the S60, S80, and XC90, mated to the six-speed manual from the S60R. Featuring short throws and light, effortless action, the gearbox makes it easy to enjoy and maximize the T5's 218 horsepower and 236 pound-feet of torque. Volvo says the T5 can hit 60 mph in 6.3 seconds and produce a top speed of 149 mph. With all that torque available from 1500 to 4800 rpm, the T5 not only launches off the line but also quickly gets out of its own way on the highway, exhibiting no noticeable turbo lag. There's also little torque steer evident, which is impressive considering all the twist being delivered through the front tires. An all-wheel-drive T5, using the V70 AWD's Haldex system, will be available, but it almost seems superfluous given that the front-driver performs so well.

The other, less favorable example we sampled was a base 2.4i automatic that featured a naturally aspirated 168-hp, 2.4-liter five mated to a five-speed Geartronic. Judged against the harelike T5, the 2.4i felt like a tortoise on Xanax. Volvo estimates 8.4 seconds for 0 to 60, more than two seconds slower than the T5 manual. The 2.4i's available five-speed manual would likely liven up the car, but not enough to make us even think of exiting the T5's driver seat.

Both S40s use struts up front and a multilink setup in the rear, tuned for a firm ride that manages to be both comfortable and compliant. Our cars' Euro settings felt ideal, making us wishful that Volvo wouldn't tinker with them for the U.S. cars. Complemented by communicative and linear steering—the best of any Volvo to date—and the optional 205/50R-17 tires on our T5, the able suspension made short work of the winding roads around Málaga, Spain.

Built at Volvo's Ghent factory in Belgium, the base and T5 S40s go on sale this spring, available only with the automatic transmission and front-wheel drive. Manual models and all-wheel-drive T5s will follow in the summer, when they'll receive 2005 monikers. Volvo says pricing should start at about \$24,000 for a base 2.4i and top out at roughly \$30,000 for a loaded T5. To us, that's reasonable pricing for a car that quantum-leaps its predecessor. Is it a big enough leap to reach Volvo's sales target of 28,000 units for 2004? We think so.


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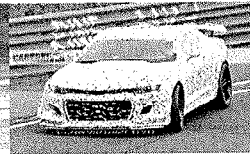
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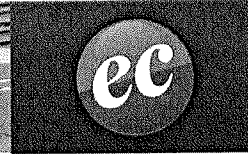
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1 Based on EPA estimated 31 hwy mpg and 18.5-gallon fuel tank, FWD. Actual mileage may vary.  
2 Based on the 2015 Ward's Large Regular Car Segment. Excludes other FCA US LLC vehicles.

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## Highs, Lows, and Verdict

### Highs:

Quicker than A4 and 325i wagons, all-wheel drive, handsome looks, a manual is on the way.

### Lows:

Gained 500 pounds, tight back seat.

### Verdict:

A sporty small wagon now with enough power, features, and style to truly compete with the Germans.

## Make Research

Overview

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## Specifications

### VEHICLE TYPE:

front-engine, 4-wheel-drive, 5-passenger, 5-door wagon

### PRICE AS TESTED:

\$34,715

### ENGINE TYPE:

turbocharged and intercooled inline-5, aluminum block and head

### DISPLACEMENT:

154 cu in, 2521cc

Power (SAE net): 218 bhp @ 5000 rpm

Torque (SAE net): 236 lb-ft @ 1500 rpm

### TRANSMISSION:

5-speed automatic with manual shifting

### DIMENSIONS:

Wheelbase: 103.9 in Length: 177.7 in

Width: 69.7 in Height: 57.2 in

Curb weight: 3552 lb

### C/D TEST RESULTS:

Zero to 60 mph: 6.9 sec

Zero to 100 mph: 18.5 sec

Street start, 5-60 mph: 7.6 sec

Standing ¼-mile: 15.2 sec @ 93 mph

Top speed (drag limited): 141 mph

Braking, 70-0 mph @ impending lockup: 163 ft

## Volvo V50 T5 AWD

Volvo raises the bar for sporting wagons.

SEP 2004 | BY DAVE VANDERWERP

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## Road Test

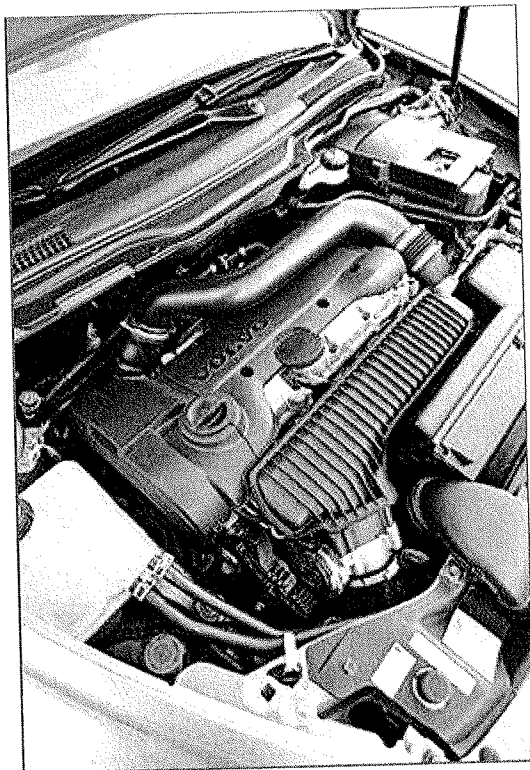
The Volvo V50 wagon pictured here replaces the V40 model that was launched in 1999 and is the wagon equivalent of the S40 sedan. Got that?

This latest iteration of Volvo's smallest wagon is now available in three trim levels. The naturally aspirated 168-hp front-drive V50 2.4i starts at \$26,345, the turbocharged front-drive T5 model ups the base price to \$27,945, and the top-of-the-line T5 AWD you see here adds the four-wheel factor to the same turbo motor and starts at \$30,795.

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Roadholding, 300-ft-dia skidpad: 0.85 g

**PROJECTED FUEL ECONOMY (MFR'S EST):**

EPA city, highway driving: 24/31 mpg  
C/D-observed: 20 mpg

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The V50 keeps the same basic proportions as the V40. All the wagon's dimensions are within a few inches of that earlier model's, but by moving the wheels closer to the corners of the vehicle, Volvo designers have made incremental improvements in interior space, as well as improving the styling and handling. Volvo hopes to sell at least 6500 V50s a year in the U.S. That may not sound like a lot, but it's more than four-and-a-half times the number of V40s that were sold in 2003. To put this number into perspective, during 2003 Audi sold slightly fewer than 3800 A4 Avants, and BMW sold just over 1800 3-series wagons. Maybe the folks at Volvo subscribe to C/D, because they've corrected many of our complaints about the V40. The V50 is now available with more power, the Haldex electronically controlled all-wheel drive available on other Volvos, and a previously unavailable manual transmission-the six-speed borrowed from the S60R. For our evaluation, Volvo supplied us with very nearly our favorite model, the turbocharged T5 with all-wheel drive. The only additional option we'd like is the six-speed manual transmission that won't be available until early December.

This \$34,715 V50 T5 AWD came well loaded, but it did not have a sunroof (\$1200) or navigation system (\$2120). It was actually an early-production European version and had the optional "keyless drive" system that is becoming popular on many luxury brands. Although it was on the car tested here, keyless drive won't be available until model-year '06. Consequently, we didn't include the estimated cost of that option-about \$500-in our specifications panel. The 2.5-liter turbocharged engine makes 218 horsepower and 236 pound-feet of torque (48 and 59 more than the V40, respectively). Even with all this power, turbo lag is virtually nonexistent, noticeable only when lightly modulating the throttle from a standstill.



Mash the throttle, however, and the V50 blasts to 60 in 6.9 seconds and passes through the quarter-mile in 15.2 seconds at 93 mph. Our Euro-spec model continued up to an unrestricted 141 mph, although Volvo suggests that it will limit the straight-line fun to 130 mph on U.S.-spec cars.

Gaining nearly 500 pounds in the process of changing names, the V50's acceleration times are still a huge improvement over the V40's: 8.3 seconds to 60 and 16.4 seconds at 85 mph in the quarter-mile.

The V50's straight-line performance is also good enough to walk away from the Audi A4 Avant 3.0 Quattro and the BMW 325xi wagon but not quite enough to run with the new Subaru Impreza WRX-based Saab 9-2X Aero.

The Volvo's steering is nicely weighted and is combined with a properly chosen ratio that doesn't demand constant correction on the highway and also doesn't make the driver turn the wheel too far for cornering. Although the V50 sends 100 percent of its power to the front wheels until slip is detected, torque steer is surprisingly absent.

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**Thug On A Rug**

Super User



0

This is a prime example of porking up a car with a redesign. It gained 500 lbs in the process. This is part of what is wrong with Volvo.

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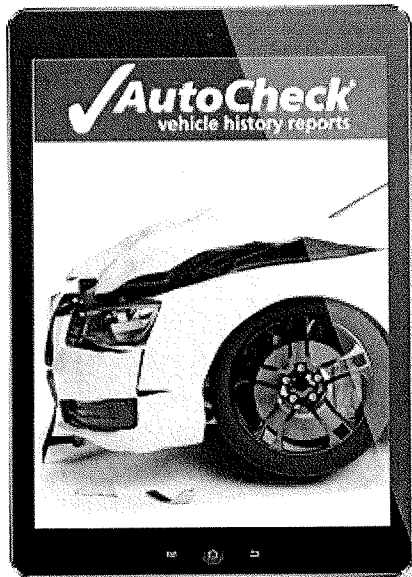
2011 Volvo S60 T6 AWD

##### Video

2011 Volvo S60 T6 AWD

##### First Drive Review

2011 Volvo S60 T6 AWD



The advertisement features a tablet displaying the AutoCheck logo and a photo of a white Volvo V50 T5 AWD. The text 'DON'T GET SLAMMED' is prominently displayed below the tablet, and a button labeled 'Get the Report' is at the bottom.

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## CAR AND DRIVER



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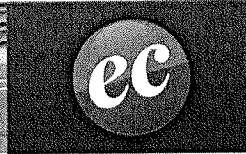
2016 Mini Cooper S



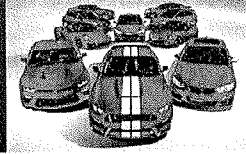
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2018 Chevrolet Camaro Z/28 Spied Assaulting the Nurburgring!



The Best Cars, Trucks, SUVs, and More for 2016



2016 10Best Cars: The Envelopes, Please...



### Highs, Lows, and Verdict

#### Highs:

Comfort, quality materials, aesthetic grace, engine strength, nothing bad really sticks out.

#### Lows:

High center of gravity can make it feel SUV-like, nothing good really sticks out.

#### Verdict:

United it stands, divided it falls.

### Model Research

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### MSRP

\$35,090 ⓘ

### Lease

### Finance

\$578/mo\* ⓘ

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## 2011 Volvo S60 T6 AWD

Emergence philosophy and the new Volvo sedan.

NOV 2010 | BY TONY QUIROGA | PHOTOGRAPHY BY ROY RITCHIE | ILLUSTRATION BY BRYAN CHRISTIE DESIGN |

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### Instrumented Test

From the January 2011 Issue of *Car and Driver*

**TESTED** Volvo's last new large sedan, the S80, didn't exactly wow us. We might have said—actually, we did say—that the S80 had all the flavor of Wasa crispbread. That car left us worried that the wacky engineering folks who created the 150-mph turbocharged bricks of the 1990s had left the company, or perhaps were hit with a debilitating depression after hearing that the hoped-for ABBA reunion would never materialize.

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1. Audi A4

Price:

\$36,825 - \$38,925



But we don't let the vehicles of the past cloud our new-car judgments. We're ready for surprises, good or bad, and occasionally the Swedes offer up shockers like the fleet-footed XC60, the chuckable C30, and transgender surgery. We weren't immediately surprised by the new S60 because nothing about it stands out. It doesn't have the overtly sports-car feel of its rear-drive peers. With a transverse-engine layout, a serious front-weight bias (61.7 percent of the 3896-pound curb weight rests on the front tires), and a standard all-wheel-drive system that is 95 percent front-drive most of the time, the S60 cannot pretend to be a sports car.

It took several days of study before we began to appreciate the way in which every aspect of the S60 sings with equal intensity and timbre. The primary controls, the powertrain, the ride, the sound—even the way the seat is cushioned—all come together in a harmonious and consistent way. The fact that there are no surprises or irregularities is itself an accomplishment. The S60 is at once refined, comfortable, and even a little sporty. Ultimately, it may not offer the graceful handling of the BMW 3-series, the serenity of a Lexus, or the elegant sheetmetal of an Audi, but the Volvo manages to rouse near greatness from a chorus of nicely entwined parts.



Constructed off the same sturdy platform as the larger S80, this S60 is fractionally bigger and 176 pounds heavier than the last one we tested, an S60R model. Like that S60R, the new S60 makes 300 horsepower, but the R had a high-strung five-cylinder engine that, while potent, had us reaching for the noise-canceling headphones. Cramped between this car's strut towers now is a transversely mounted 3.0-liter, turbocharged inline-six that spins eagerly and doles out power with the progressivity of a non-turbo engine. The engine isn't new—Volvo's S80 and XC60 also use it—but the S60 was the first to get an internal-friction-reduction treatment and a bump from 281 horsepower to 300 (at 5600 rpm); torque is also up, from 295 pound-feet to 325 (at a higher 2100 rpm). The all-wheel-drive S60 hits 60 mph in an easy 5.5 seconds, a time that puts the heavier Volvo neatly between the BMW 328i and 335i. In most driving conditions, the six works quietly and keeps its combusive efforts on the far side of the fire wall. Spin it toward the 6600-rpm redline, and a 77-decibel growl sneaks into the cabin. Building speed is easy enough in the S60. Wind noise is muted, which makes the hum of the W-rated 235/40R-18 Continental ContiSportContact 3 tires that much more evident. We measured 72 decibels at 70 mph (which verges on loud for this class of car), but inside the cabin, the tire noise isn't intrusive, merely noticeable. Okay, so those tires may call a bit of attention to themselves, but they've got cling. Skidpad grip came in at a serious 0.90 g, and the sticky rubber helped the Volvo stop from 70 mph in 161 feet. Although it cannot be completely shut off, the stability-control system comes with an algorithm called Corner Traction Control, which clamps the brake calipers of the inside wheels when cornering to help pivot the S60 through turns. As a result, the S60 is easy to drive quickly, as it securely bends toward apexes with an agility that belies its nose-heavy weight distribution. Volvo's Dynamic chassis setup is standard (the softer Touring suspension is a no-cost option), and despite the performance tires and 18-inch wheels, the ride is never abusive. The S60 is especially compliant in roll, which makes its center of gravity feel high, almost like it's at the top of the dashboard. At times, the easy-handling nature of the S60 reminds us of an Audi A6 3.0T, but the slightly tippy feel also had us recalling Volvo's own XC60 crossover.



## 2. BMW 3-series

Price:  
\$34,145 - \$50,195



## 3. BMW 4-series Gran Coupe

Price:  
\$48,945 - \$50,945



## 9. Volvo S60

Price:  
\$35,090 - \$60,240

Show More (11 total)

### Specifications

#### VEHICLE TYPE:

front-engine, 4-wheel-drive, 5-passenger, 4-door sedan

#### PRICE AS TESTED:

\$46,200 (base price: \$38,550)

#### ENGINE TYPE:

turbocharged and intercooled inline-6, aluminum block and head, port fuel injection

#### DISPLACEMENT:

180 cu in, 2953 cc

Power: 300 bhp @ 5600 rpm

Torque: 325 lb-ft @ 2100 rpm

#### TRANSMISSION:

6-speed automatic with manumatic shifting

#### DIMENSIONS:

Wheelbase: 109.3 in Length: 182.2 in

Width: 73.4 in Height: 58.4 in

Curb weight: 3896 lb

#### C/D TEST RESULTS:

Zero to 60 mph: 5.5 sec

Zero to 100 mph: 13.4 sec

Street start, 5-60 mph: 6.0 sec

Standing ¼-mile: 14.1 sec

Top speed (governor limited): 133 mph

Braking, 70-0 mph: 161 ft

Roadholding, 300-ft-dia skidpad: 0.90 g\*

\*Stability-control-inhibited.

#### FUEL ECONOMY:

An appealing luxury sedan with striking sex appeal, shockingly comfortable "thrones" and impressive torque, but the pricing of some options is rather frivolous. Still, I like the S60.

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Reply

02:11 AM on 10/22/2013

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**Christopher T.**

Moderator



0

Very nice styling on this S60. Very good performance with an automatic as well.

Edit | Delete



Reply

11:55 AM on 08/23/2011

[Report](#)



**Brian Gilman**



0

Beautiful car in Passion Red. Really well balanced. Great road holding and suspension, with minimal body roll in corners. Very precise steering. Great interior, very comfortable seats, absorbs bumps well from uneven roads.

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Reply

10:16 PM on 04/19/2011

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**Norm V.**



+1

I like this car, not best in class, but very goodlooking and a step in the right direction for volvo I think.

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Reply

★ 12:45 PM on 03/30/2011

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**Icculus**

Super User



0

Has anybody driven the T5? I started seeing them on the road, but there are no reviews out yet. When is C/D gonna hop on that? I'm sure we'll see way more T5's out there than T6's.

[Edit](#) | [Delete](#)

[Reply](#)

1 Reply

08:42 PM on 04/01/2011



**saam**



0

I test drove both the T5 and T6. The T5 handles well for FWD and on the highway the engine seems like an aspirated engine and not a turbo. I prefer turbo engines, but obviously its personal preference. Off the line it's decent, but has some turbo lag. Depending on what you're used to, the power was adequate, but I'm used to a car thats a little faster. And yes youre right my salesman said he's sold way more T5's than T6's, I think theyre leasing for \$299/month

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09:57 PM on 03/17/2011

[Report](#)



**saam**



0

Test drove one today, the interior seemed high quality and the seats are very comfortable. However the adaptive steering suddenly became very heavy during turns even approaching 20mph, it's as if it were fighting against my decision to turn. Acceleration was consistent, but didn't have the "kick back feeling" I enjoy from other cars I've driven with hard acceleration. Definitely a good car and probably is "sporty" for the Volvo demographic.

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2 Replies

12:33 AM on 04/30/2011



jernorris g.



-1

THAT MEANS THE STEERING RACK IS DOING ITS JOB.. MY ACURA DOES THAT I LOVE THE EXCELLENT FEEDBACK IT LETS ME KNOW WHAT THE TIRES ARE DOING... VOLVO SEATS ARE THE BEST IN THE WORLD YOU IMMEDIATELY NOTICE THE COMFORT THE SECOND YOU SIT IN THEM

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05:09 PM on 04/30/2011



saam



0

I've driven Acuras before and thought the variable steering worked really well. In the S60 its seemed very light at low speeds and then when turning at those low speeds it seemed to become way to heavy for my taste.

Edit | Delete



01:16 AM on 02/10/2011

[Report](#)



Felipe Adams



0

A friend of mine used to drive a Volvo only because he thought it was more secured than most of the other cars. But most people I knew thought they were not fun to drive and today I think that the perception has not changed.

Edit | Delete



Reply

11:29 PM on 02/03/2011

[Report](#)

Sacramento27



+1



I wish Volvo could come up with a new platform, maybe even a RWD one for their next generation. They really need to do something to stay competitive in a segment like this. As a past owner of a Volvo, I really like the blend of comfort, style and performance, although performance is always shadowed by that of a BMW's. I would consider getting an S60 again if it became a little more competitive, even though I still like this one.

In an automotive world where most cars nowadays are pretty safe, I think Volvo needs to worry more about making there cars stand out on performance instead of creating useless safety gadgets.

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11:37 PM on 01/26/2011

[Report](#)



**Jonz75**



0

I have a new found respect for Volvo Since I spent 6 months in europe last year. Drove a little 6 speed S40 Diesel to Germany and it was fun. Outran a few under-sized engined

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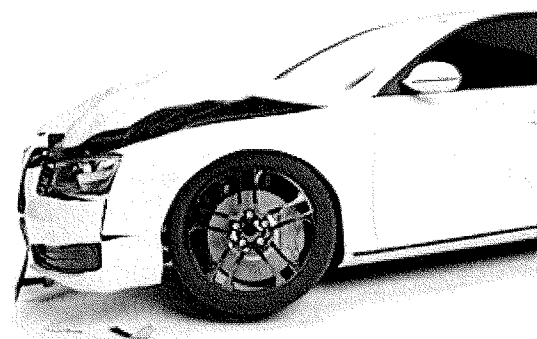
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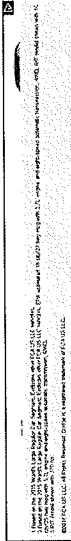
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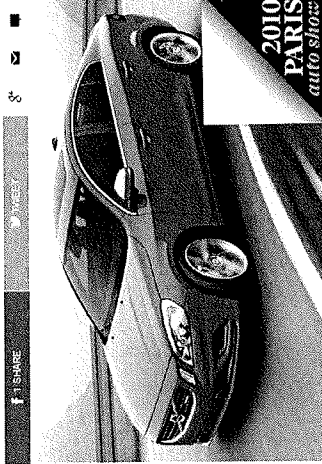




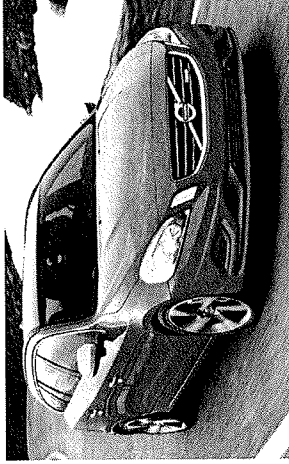
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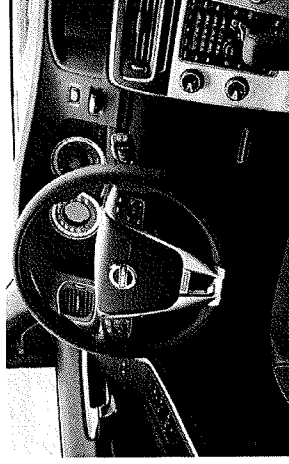
## Volvo Launches R-Design Package for S60 and V60



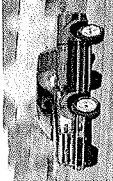
Volvo will debut an R-Design package for the S60 and V60 at the 2010 Paris auto show. While these are no engine upgrades, the way the benefit from sportier suspension tuning and some visual upgrades, the result is somewhere between the regular cars and Volvo's old R models, which were made delivered on their sporty models.



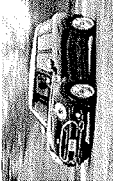
The pair are distinguished visually from their lower brethren by unique five-spoke 18-inch wheels, a plucky black front grille, and special alloy bumpers. Buyers have a choice of all-black or black-and-silver interior upholstery, and the cabin comes more heavily bolstered front seat and new pedals, plus a bespoke steering wheel, shift knob, and floor mats.



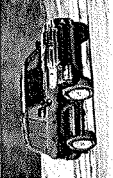
As for the suspension upgrades, R-Design models get stiffer springs—by 12 percent—and revised shock tuning, and ride 0.4-inch lower than the regular cars. Visual distinctions here, and firmer rear suspension bushings are part of the program, too. Volvo hopes that ten percent increase in horsepower and torque of the R-Design models will make them more appealing to buyers looking for a sporty Volvo. The S60 R-Design will be available in the U.S. starting in the second quarter of 2011, but Volvo will also plan to offer the V60 in any form to regionally American.



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2015 Mini Cooper S Clubman



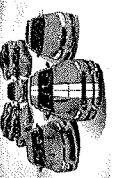
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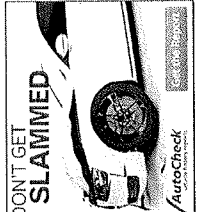


2016 Chevrolet Camaro Z28 Speed



2016 Chevrolet Camaro Z28 Speed

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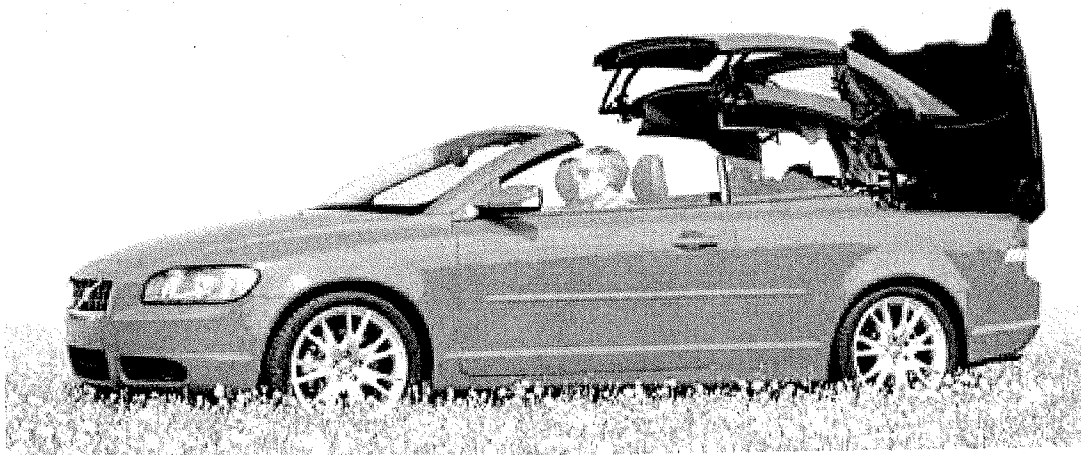
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The Best Cars, Trucks, SUVs, and More for 2016



2016 10Best Cars: The Envelopes, Please...



## 2006 Volvo C70 T5

A steel-top convertible comes in at a better price than the old flappy-top.

SEP 2006 | BY DAVE VANDERWERP | PHOTOGRAPHY BY AARON KILEY |

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### Short Take Road Test

The C70 rides in on the emerging wave of reasonably priced hardtop convertibles appearing in the U.S. For now, the only others are the Pontiac G6, which we tested last month, and the VW Eos that arrives this fall. In theory, these split-personality droptops based on mid-size cars offer the best of both worlds: a four-place convertible with the option of top-up solitude on par with that of a fixed-roof car.

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This new Volvo is based on the company's S40 sedan and V50 wagon, and they all share a 103.9-inch wheelbase. But the C70 is longer, wider, and better-looking than its family members and comes only as a front-driver in T5 trim, which amounts to a 218-hp, 2.5-liter turbo five-cylinder.

A talking point here is the top, a three-piece steel folding masterpiece whose sections are stowed at the push of a

button. The front panel stacks on top of the center panel, and both end up under the rear glass section and beneath the trunklid - all accomplished in 30 seconds. Top down, luggage space drops from 13 cubic feet (same as the S40's) to six. The upside is that the space is still accessible with the top down, unlike in the Pontiac G6. Push the trunk-mounted button, and the roof panels motor upward eight inches. Maybe you've heard this before: Mercedes' \$100,000 SL has the same feature.

The C70 delivers on the promise of serene top-up driving. In fact, we measured 70 decibels at 70 mph - same as the last S40 we tested. It's noticeably more isolated than softtop competitors, like the Saab 9-3, that produce annoying amounts of wind noise with the top up.

But a big setback is the car's weight. With the extra structural members for rigidity, added safety gear, and hardware required to power the top, our C70 checked in at 3807 pounds, 510 more than a front-drive S40. It's noticeable. Hefty steel doors are required for crash protection and also house the curtain airbags. The trunklid sure seems heavy, and a normal slam causes the entire rear end to squat. Wow.

Acceleration degrades accordingly: 0-to-60-mph and quarter-mile times both slipped 0.9 second to 7.6 and 15.9, respectively, compared with the identically powered S40, and those times are just a couple ticks off the 227-hp G6 GTP's. Braking (163 feet) and skidpad (0.85 g) numbers remained similar to those of the S40, thanks to optional 18-inch summer tires (\$995).

We appreciate the availability of a manual transmission (the G6 convertible doesn't offer one), but the C70's longish-throw six-speed, combined with an ultra-light clutch with little feel, isn't very satisfying. Convertible buyers aren't typically enthusiasts and would likely prefer the optional five-speed automatic (\$1250).

Still, anyone can appreciate the C70's comfy front seats, ability to soak up bumps with minimal cowl shake (less than the G6), and easygoing ride, top up or down. But those extra pounds are probably why it doesn't always feel as composed as we'd like. Steering isn't remarkably precise - about what we expected - but there's commendably little torque steer through the surprisingly stout steering wheel.

How's this for progress? When the C70 (softtop) convertible was introduced in 1998, it cost about 44 grand (\$51,000 in today's dollars). The '06 C70 goes for \$39,405. But its two competitors have an even more attractive starting point - \$28,490 for the G6 and \$28,620 for the Eos.

It's too early to rank these three officially, but convertible fans should be aware of this new breed that excels at the top-up task. The C70's all-around competence, however, as well as the largest back seat and trunk of the trio, makes it a rational choice.



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**Slaxl**

Super User

0

the picture here is of a V6 Escape though - think its the XLT trim

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★ 10:44 PM on 05/24/2012

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**Thug On A Rug**

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0

I really do like the looks of this C70. Volvo just needs to put an appropriate engine in it to be able to fully compete against the 335i and G37 convertibles.

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**Hakeem Mulholland**

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2010 Volvo XC60

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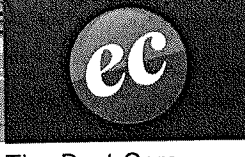
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1 Based on the 2015 Ward's Middle Specialty Vehicle Segment.

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## 2006 Volvo C70 T5

The latest two-in-one car gets a step up on the competition.

APR 2006 | BY RAY HUTTON

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### First Drive Review

The Mercedes SLK really started something in 1996. Its retractable hardtop showed you could have two cars in one: a full convertible and a cozy, secure coupe. Mercedes did the same trick to its larger SL model, and the idea spread among European automakers, particularly to inexpensive four-seaters rather than two-seat sports cars. Suddenly, convertibles were back in fashion, thanks to fliptops.

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The premium convertibles—from Audi, BMW, Saab, Volvo—were looking a bit old-fashioned. Now they are catching up with the volume brands. The upcoming BMW 3-series convertible has a retractable hardtop but will be beaten to the market by the Volvo C70, on sale this month. This is a completely different car from the first C70 convertible: It's shorter, lower, and stiffer, but with similarly comfortable four-seat accommodation.

### Make Research

Overview

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### Specifications

**VEHICLE TYPE:** front-engine, front-wheel-drive, 4-passenger, 2-door convertible

**BASE PRICE:** \$38,710

**ENGINE TYPE:** turbocharged and intercooled DOHC 20-valve inline-5, aluminum block and head, port fuel injection

**Displacement:** 154 cu in, 2521cc

**Power (SAE net):** 218 bhp @ 5000 rpm

**Torque (SAE net):** 236 lb-ft @ 1500 rpm

**TRANSMISSIONS:** 5-speed automatic with manumatic shifting, 6-speed manual

### DIMENSIONS:

**Wheelbase:** 103.9 in **Length:** 180.4 in

**Width:** 71.7 in **Height:** 55.1 in

**Curb weight:** 3800 lb

### PERFORMANCE RATINGS (MFR'S EST):

Zero to 60 mph: 7.6-8.0 sec

Top speed (governor limited): 150 mph

### PROJECTED FUEL ECONOMY (C/D EST):

EPA city driving: 21 mpg

EPA highway driving: 29 mpg

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Limited-Edition 2012 Volvo C70

Inscription to Debut at L.A.; 500

Examples Coming to U.S. - Auto

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Dead in 2013, Status of Replacement

Uncertain - Car News

2011 Volvo C70 - Auto Shows

2006 Volvo C70 T5 - Short Take Road

Test

Making these tops is a specialized job but so, too, for Volvo, is making a low-volume model like a coupe or convertible. The C70, like its predecessor, is produced in a Volvo plant that isn't run by Volvo. The Uddevalla plant on the Swedish coast had been run by British consultant TWR, but TWR failed just as demand for that first C70 was fading. Undeterred, Volvo's owner, Ford, did a new deal for the Swedish automaker to build the new C70 at Uddevalla in a joint venture with Italian firm Pininfarina. It helped that, at the time, Pininfarina and sunroof specialist Webasto had a joint-venture company that had been commissioned to design the C70's retractable hardtop. Although it is Ferrari's preferred design house, Pininfarina had nothing to do with the overall shape of the C70, which was created when design boss Peter Horbury was at Volvo; Horbury, a Brit, is now shaping the future of Fords in North America. Using the mechanical basis of the current S40 and V50 (and thus the European-but not American-Ford Focus), Volvo's own studio first styled the C70 as a coupe and then found a way to accommodate a retractable hardtop. That's why the C70 looks so good. It has a balance of line that many four-seaters with this kind of roof system fail to achieve.

The result is a fiendishly complicated three-section steel roof; only the Volkswagen Eos (see page 56) has more pieces, hinges, and clamps. You really need to use your hands to describe what is involved in raising or lowering the top, which takes 30 seconds, but here goes: The trunklid opens at its leading edge. The front roof section detaches from the windshield rail and cranks up highest of the three sections, but as it lowers, it's sandwiched between the rear window and rear roof panel, forming a neat stack in the trunk. A height clearance of six feet seven inches is necessary to allow this to work, but the whole bewildering operation requires the driver to just keep pressure on a console button for 30 seconds. Notable features are the way the fabric headliner unfurls and is tensioned by wires as the roof moves into place and the L-shaped mesh draft screen that clips over the rear seats when driving with two up front. This wind blocker has zippered openings to allow easy parcel stowage and can be folded in half to fit into the trunk with a full complement of passengers onboard.

An advantage of this multi-section roof is that it reduces the trunk space needed to accommodate it, but it still takes up half the trunk space-the top half. To make it easier to get things into the seven cubic feet remaining for storage, a button on the sill motors the stack of roof panels upward to provide an eight-inch-deep opening. Four adults can travel in the C70 with the top down-but not with their holiday luggage. With the roof up, the divider that demarcates the space needed for the roof can be swung out of the way, and carrying capacity is enlarged to 13 cubic feet, about the same as in a Toyota Corolla.

As you might expect from Volvo, the C70 is chockablock with safety devices, including a new development of side airbags that inflate upward from the door panels and maintain enough rigidity to provide protection in a prolonged accident. Roll-over protection is provided by pop-up hoops behind the rear seats and special windshield pillars and frame made of high-strength steel.

Europeans get two engine choices-a 168-hp, 2.4-liter five-cylinder and the turbocharged T5 2.5-liter developing 218 horses-but we'll only see the turbo in the States. At the preview in Dubai, we drove the T5. Like its sedan and sport-wagon counterparts, the turbo model handles crisply but has a slight tendency to torque-steer. The lowered suspension and the optional 18-inch wheels with 235/40 tires make the ride harder, although this was not an issue on the newly built and perfectly smooth roads crossing the desert of the United Arab Emirates. Over the few potholes we did encounter there was just a suspicion of body shudder. Generally, though, for an open car the C70 feels admirably solid.

Because it is about 500 pounds heavier than the S40, the C70 feels less lively and the higher-gear five-speed automatic has noticeably less performance than the six-speed manual.

Cruising with the top down, the frameless side windows up, and the wind blocker in place is pleasantly turbulence-free and not even unduly disturbing at 100 mph. Curiously, with the roof in place, there is more wind noise from around the windshield than in most comparable fixed-roof coupes. Even so, as an all-around two-in-one car, the Volvo moves ahead of its rivals. But a new 3-series entry might change that.


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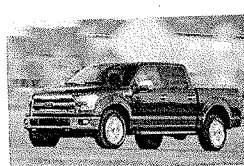
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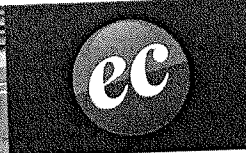
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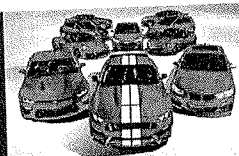
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1 Based on the latest available competitive information and Ward's Middle Specialty Vehicle Segmentation.

2 EPA estimated mpg with 3.6L engine and eight-speed automatic transmission. Actual mileage may vary. Model shown gets up to an EPA estimated 25 hwy mpg with 5.7L engine and eight-speed automatic transmission. Actual mileage may vary.

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## Highs and Lows

### Highs:

Serene at speed, handsome cabin, comfortable seats, a good value if you skimp on the options.

### Lows:

Slow, slow, slow; did we mention it was slow? Nearly as expensive as the more powerful V-8 version, guzzles gas like the V-8 version.

## Model Research

Volvo XC90 Overview

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\$44,945 ⓘ

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\$717/mo\* ⓘ

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## 2007 Volvo XC90 3.2 AWD

We discover Volvo's new six is a bit over-matched in a heavy SUV.

JAN 2007 | BY TONY QUIROGA

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## Short Take Road Test

For nearly 50 years a family Volvo was more than likely a station wagon. Volvo still builds excellent wagons, but today's families inevitably gravitate towards SUVs, and Volvo shoppers the XC90. Most of us here have a soft spot for the wagons—two editors have actually spent their own money on Volvo wagons—but the larger, more cumbersome XC90 has never inspired much passion in us. In its first comparison test (The Bradsher Bunch, January 2003) an XC90 tied with a Lincoln Aviator for fifth place in a field of eight sport utilities, not exactly a triumphant debut.

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When it went on sale in 2003 the XC90 could be equipped with either a turbocharged 2.9-liter inline-six with 268 horsepower or the base turbocharged 2.5-liter five-cylinder engine with 208 horsepower. Both engines distinguished



1. Audi Q7  
Price:  
\$55,750



themselves by barely being able to stir the soul, or the automatic transmission fluid for that matter, fortunately both are now dead. In the aforementioned comparo the turbocharged six ambled its way from 0-to-60-mph in 8.5 seconds and through the quarter-mile in 16.5 seconds at 87 mph. We haven't yet tested the six-cylinder's replacement, the 311-horsepower XC90 V-8, but we did have the chance to flog the XC90's new base engine. Replacing the droning and underpowered 208-horsepower five-cylinder is a 3.2-liter inline-six cylinder with 235 horsepower and 236 pound-feet of torque—this engine will be shared with the upcoming Land Rover LR2. Coupled to a six-speed automatic with a very short first gear the new six will step smartly away from a stop. Unfortunately, at speeds above 50 mph the engine struggles to motivate the XC90's 4786-pounds and all-wheel drive system. At the test track the XC90 returned a 0-60 time of 9.1 seconds and a longish quarter-mile time of 17.0 seconds at 83 mph. It's unfortunate that the 3.2-liter six has to be flogged to get the XC90 up to highway speeds because once the XC90 finally gets to 70 or 80 mph the experience calms significantly. At 70 mph the XC90 registered a solemn 65 decibels of noise, the same as a Lexus LS460L. Cabin design and materials are first rate, finding a perfect seating position is easy, and the characteristically excellent Volvo thrones are both supportive and comfortable. Second-row occupants are equally comfortable in a spacious bench, but the optional third-row seats (coupled with self-leveling rear suspension and an integrated child seat in the second row for \$2250) are best left for emergencies. Other options on our tester included xenon headlights (\$800), the \$2995 premium package (includes leather seats, a power passenger seat, a six-CD changer, and a moonroof), and the all-wheel drive system (\$1850). From a base price of \$36,830 our option-laden XC90 swelled to \$45,200, a heady number for sure but a very meaningful \$7000 less than a comparably equipped BMW X5 3.0si. If you really long for an XC90 it might interest you to learn that the vastly more powerful XC90 V-8 nearly equipped like our six-cylinder tester can be had for \$47,120. And if you're worried that the V-8 will suck down gas with the appetite of an off-shore powerboat it may surprise you to learn that the EPA rates the V-8 at 15 city and 21 highway, while the six comes in at 16/22, respectively. Seems we've discovered that the V-8 version amounts to a \$2000 free lunch.


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2. Volvo XC90

Price:

\$44,945 - \$72,595



3. Mercedes-Benz GLS-class

Price:

\$67,975 - \$94,775



4. Acura MDX

Price:

\$43,955 - \$58,170

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**Hakeem Mulholland**


0

The sports sedan of pickups! Just awesome! I miss the Silverado SS.

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### Specifications

#### VEHICLE TYPE:

front-engine, 4-wheel-drive, 7-passenger, 5-door wagon

#### PRICE AS TESTED:

\$45,200 (base price: \$36,830)

#### ENGINE TYPE:

DOHC 24-valve inline-6, aluminum block and head, port fuel injection

#### DISPLACEMENT:

195 cu in, 3192cc

**Power (SAE net):** 235 bhp @ 6200 rpm

**Torque (SAE net):** 236 lb-ft @ 3200 rpm

#### TRANSMISSION:

6-speed automatic with manual shifting

#### DIMENSIONS:

**Wheelbase:** 112.6 in **Length:** 189.3 in

**Width:** 74.7 in **Height:** 70.2 in

**Curb weight:** 4786 lb

#### C/D TEST RESULTS:

Zero to 60 mph: 9.1 sec

Zero to 100 mph: 26.1 sec

Zero to 110 mph: 34.3 sec

Street start, 5-60 mph: 9.3 sec

Standing ¼-mile: 17.0 sec @ 83 mph

Top speed (drag limited): 120 mph

Braking, 70-0 mph: 176 ft

Roadholding, 300-ft-dia skidpad\*: 0.76 g

#### FUEL ECONOMY:

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EPA city/highway driving: 16/22 mpg

\*Stability-control-inhibited.

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Crazy just how little power, and how slow the old 454SS really was. Damn.

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**Michael Keil**



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ten years later how does a 50 thousand dollar pickup sound?

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**Vicki Wickham Bangs**



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**BrettSky69**



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That sounds just like my 92 Dakota Sport 4X4 5.2L Magnum. The only truck with rack n pinion steering. With the HD shock and spring option it cornered like it was on rails and had little body roll. The only negative was the float syndrome that hit when the speedo was climbing over 160 Km/h. Other than that it would get to 100 in 7 sec. with the 3.9:1 diff. If you disabled the governor it would go right up to the 4800RPM redline in OD which according to the math was just shy of 220 Km/h. It shut down the fuel injectors at 200 Km/h with the governor enabled, Pretty good numbers for a stock HD 4X4 truck. It didn't ride like a truck either. Most of the time it felt very similar to a 5.0 Mustang. Nothing would make me happier than the ability to buy the exact same truck again today. But there just not the same anymore.

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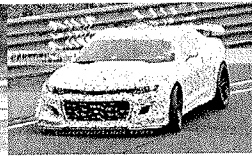
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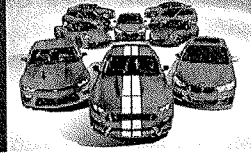
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## Volvo S80 2.5T AWD

In pursuit of safety...in numbers.

NOV 2003 | BY FRANK MARKUS | PHOTOGRAPHY BY T.W. BENJAMIN

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### Short Take Road Test

Volvos are safe. Everyone thinks so, anyway. Our government crashed the flagship S80 from the front, and again from the side, and awarded it the highest rating of five stars in both tests. The Insurance Institute for Highway Safety crashed it and named it a "Best Pick." For 2004, Volvo's efforts on the occupant-protection front focus on luring more occupants into S80s to reverse a trend that has seen sales of the Volvo flagship fall to less than half the modest 33,549 that hit the bricks in its first full year, 1999.

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As bait, the company has identified some 700 improvements and revisions to the S80, including a subtle restyling of the grille, taillamps, bumpers, and decklid, plus new chrome trim around the windows and different dash gauges. But the big draw will be this all-wheel-drive model that uses the same Haldex system that debuted on the S60 AWD

### Model Research

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### MSRP

\$44,390 ⓘ

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1. Audi A6

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\$47,125 - \$60,425



2. Cadillac CTS

Price:

\$46,555 - \$70,950

(the front axle gets all the power until there's wheelspin, which turns on an electronically controlled pump that pushes fluid against clutch plates to direct up to 65 percent of the torque to the rear, depending on conditions). Other components pulled from the S60 parts shelf include a 2.5-liter light-pressure-turbocharged five-cylinder engine (good for 208 horsepower and 236 pound-feet of torque) and an Aisin AW five-speed automatic transaxle. Even the rear suspension was cribbed from a Swedish-market V70 ambulance. Added to that is a bit of tuning and calibration, a longer rear driveshaft, and - *voilà!* - it's a new model. Ain't platform-sharing grand?

While that may sound like an engineering feat that Sven and Ole could have dashed off between breakfast lefse and lunchtime lutefisk, the polish of the finished product suggests a bit more effort was expended. The new hardware is perfectly integrated, and having driven plenty of turbocharged front-drive Volvos, we can assure you that the all-wheel drive gets used every time you mash the go pedal from a stop, especially if the steering wheel is turned. The front-drivers are quick to spin a tire, then invoke a big traction-control intervention. With Haldex at the ready, you just get smooth, uninterrupted acceleration.

Granted, acceleration is muted somewhat by the added friction and weight (about 130 pounds) of the all-wheel-drive hardware, but at 7.7 seconds to 60 mph, the 2.5T never feels lethargic. And although we haven't tested one yet, we suspect the base S80 2.9 is not much, if any, quicker. That car's unboosted inline-six gives up 14 horses and 29 pound-feet to the turbo five, and its GM Hydra-Matic tranny has only four cogs. The top-of-the-line S80 T6 is way quicker (6.3 seconds to 60 mph), but as fond as we are of that kind of accelerative force, we're generally put off by the torque steer and nonlinearity of the T6's power delivery when the turbos come online.

Those vices are utterly absent in the 2.5T AWD. This drivetrain seems to suit the character of the S80. Deep down, this is not a sports sedan. It rides comfortably, its seats are cushy, and although the 17-inch Michelin Pilots generate 0.80 g on the skidpad, the car generally doesn't encourage cornering on the door handles. For those who are bound and determined to make an S80 sporty, however, the S60R's Four-C variable-damping suspension is now available on the 2.9 and T6.

Our biggest complaint with the 2.5T concerns its engine note, which approximates that of a Shop-Vac or UPS truck. The sound isn't loud; it just isn't the least bit melodious. We also think the interior could be a bit richer-looking to play in the \$40,000 league. Speaking of money, the 2.5T AWD appears to have been priced to render the S80 2.9 unsalable at its base of \$37,730. For just \$155 more, this car gives you more power, torque, traction, and transmission gears, plus heated seats and rain-sensing wipers. The T6 opens at \$45,210. The choice inside a Volvo dealership seems like a no-brainer.

But before you get there, you'll have to decide to drive past the VW Passat W-8 4MOTION and the Audi A6 Quattro (the Jag X-type 3.0 and BMW 330xi are also in the price range, but they'll feel small to an S80 intender). We're sporty types, so the available six-speed manuals and Teutonic suspensions might reel us into the VW/Audi store. But the S80 2.5T AWD surely has what it takes to increase the ranks of Volvoisti.



### 3. Mercedes-Benz E-class

Price:  
\$53,575 - \$69,625



### 12. Volvo S80

Price:  
\$44,390 - \$49,315

[Show More \(13 total\)](#)

#### Specifications

##### VEHICLE TYPE:

front-engine, 4-wheel-drive, 5-passenger, 4-door sedan

##### PRICE AS TESTED:

\$42,525 (base price: \$37,885)

##### ENGINE TYPE:

turbocharged and intercooled DOHC 20-valve inline-5, aluminum block and head, port fuel injection

##### DISPLACEMENT:

154 cu in, 2521cc

Power (SAE net): 208 bhp @ 5000 rpm

Torque (SAE net): 236 lb-ft @ 1500 rpm

##### TRANSMISSION:

5-speed automatic

##### DIMENSIONS:

Wheelbase: 109.9 in Length: 189.8 in

Width: 72.1 in Height: 57.7 in

Curb weight: 3779 lb

##### C/D TEST RESULTS:

Zero to 60 mph: 7.7 sec

Zero to 100 mph: 20.5 sec

Street start, 5-60 mph: 8.8 sec

Standing ¼-mile: 15.6 sec @ 90 mph

Top speed (governor limited): 134 mph

Braking, 70-0 mph: 197 ft

Roadholding, 300-ft-dia skidpad: 0.80 g

##### FUEL ECONOMY:

EPA city driving: 20 mpg

C/D-observed: 21 mpg

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★ 06:53 PM on 01/30/2013

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**Thug On A Rug**

Super User



0

Thank goodness for the updated front fascia. That front end might have been the ugliest thing I have ever seen on a vehicle. I expected much more from Subaru, but then again



lately, I'm not always sure what to expect from that brand.

Edit | Delete



Reply

★ 07:34 PM on 05/09/2012

[Report](#)



**Thug On A Rug**

Super User



0

My buddy has a Volvo S80 2.5T. The only fault I have with it is when he floors it, the engine note sounds more like a high-performance washer machine than anything else. It's not music to your ears at all, but otherwise it's a very solid sedan.

Edit | Delete



Reply

10:41 PM on 02/06/2012

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**Norm V.**



0

It used to be really ugly but now I think it looks like just a bigger Outback. I almost prefer the old one myself.

Edit | Delete



Reply

12:02 AM on 02/06/2012

[Report](#)



**Kevin Powell-Niles**



0

I had to comment on the fact that the model is a 2008, this was posted in 2010, and the first comment was in 2012.

For the record, Pacifica or not, this looked a helluva lot better than the guppy face it originally had.

Edit | Delete



Reply

2 Replies

10:39 PM on 02/06/2012



**DZacharandai**



0

Yes, I pulled it up because the original had been voted in the top ten ugliest cars in a recent USA Today article. There's plenty of old articles that can be pulled up and commented on, it's refreshing to stray off the beaten path of articles where folks are going back and forth about Corvette and Porsche. But, I have to disagree, I would rather have the guppy faced original that was voted as ugly, it's a great design and sometimes different is better.

Edit | Delete



10:43 PM on 02/06/2012



**Kevin Powell-Niles**



0

Well like the old saying goes...beauty is in the eye of the beholder. That said...I'll agree with the masses. I do think the car is great and I was looking to purchase a used one as a second vehicle to combat the Wisconsin winters. It's not too big and not too small which is about perfect for me.

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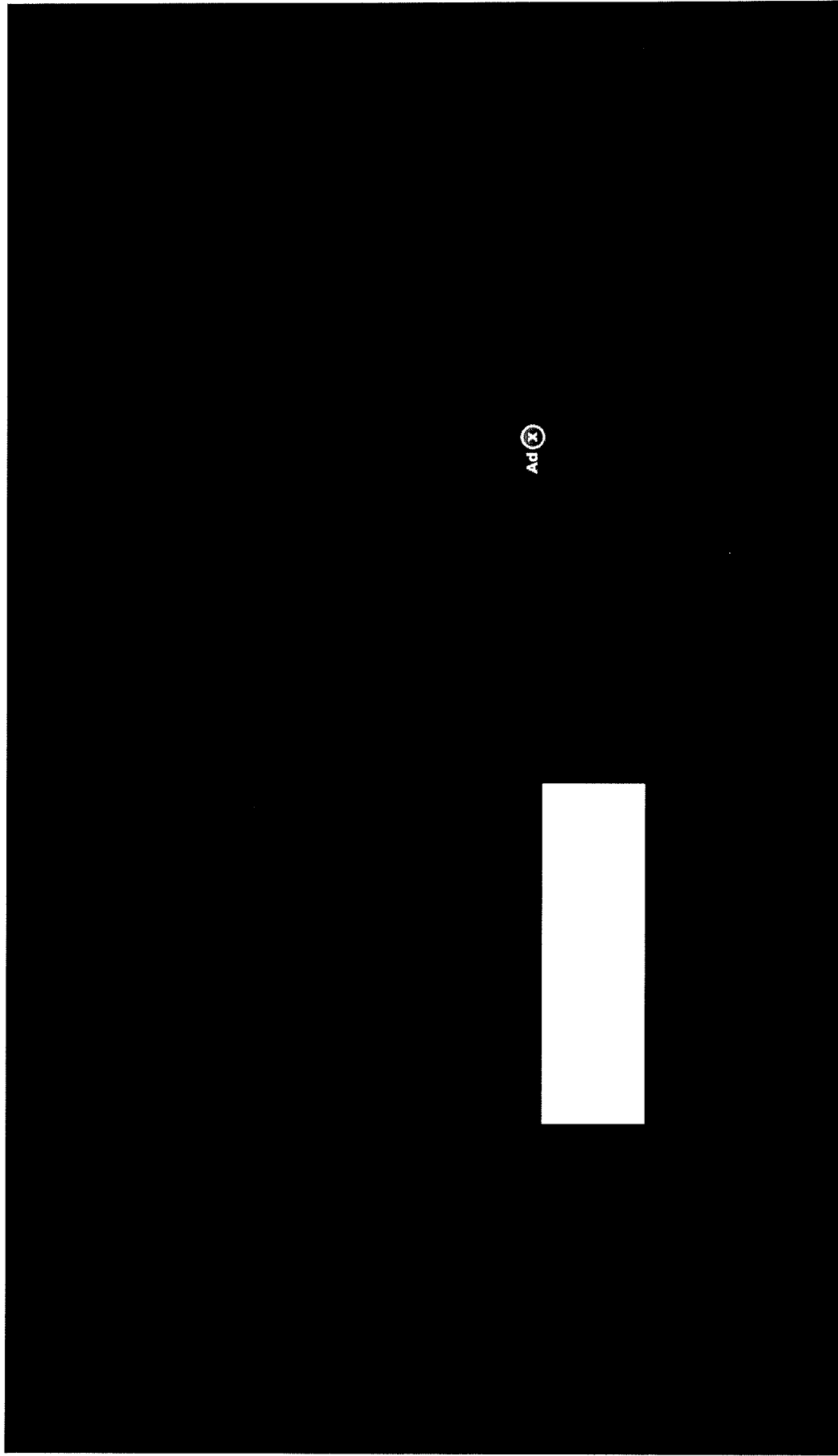
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# Obama sets fuel-efficiency goal: 54.5 mpg by 2025

FUEL ECONOMY

By Wyatt Buchanan Published 6:00 am, Saturday, July 30, 2011



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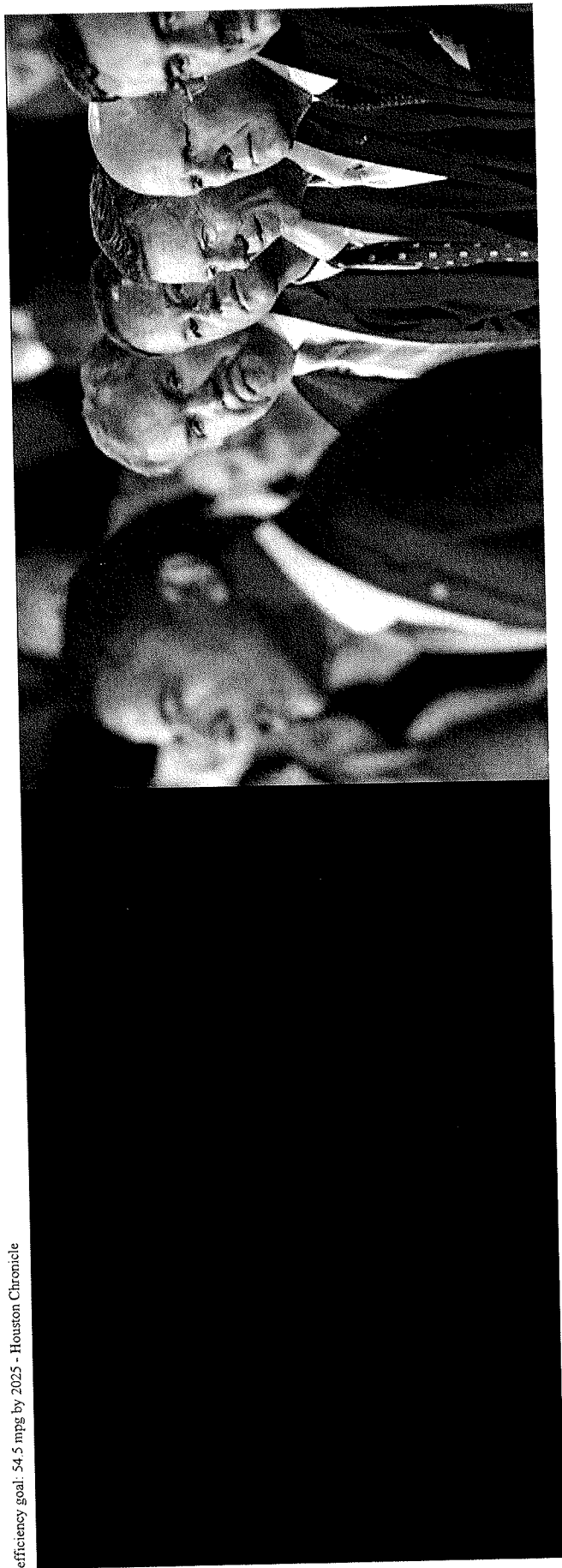
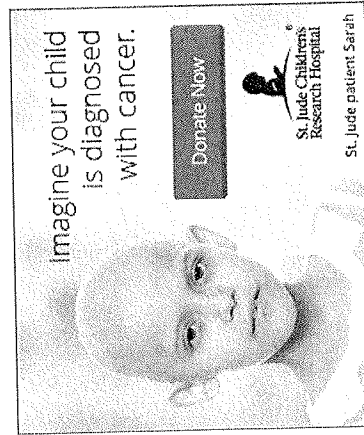


Photo: Brendan Smialowski, Getty Images

#### IMAGE 1 OF 11

WASHINGTON - JULY 29: (L to R) U.S. President Barack Obama speaks while Mendel, Executive Vice President of Automotive Operations American Honda Motor Co., Doug Speck, President and CEO of Volvo Cars North ... more



Sacramento --

Fuel efficiency of automobiles in the United States will increase dramatically under an agreement reached by the federal government, auto manufacturers and the state of California that was announced by President Obama on Friday.

The agreement requires that cars and light-duty trucks achieve an average fuel economy of 54.5 miles per gallon by 2025, up from the requirement of 35.5 miles per gallon that is mandated by 2016, and came after close collaboration with California environmental officials.

"This agreement on fuel standards represents the single most important step we've ever taken as a nation to reduce our dependence on foreign oil," said President Obama in a statement. "We've set an aggressive target and the companies are stepping

up to the plate."

Officials at the California Air Resources Board, a key player in the negotiations, said the state will agree to the same standards, though California retains its authority to implement stricter standards.

The new requirement will save \$1.7 trillion in fuel costs and result in an average savings of \$8,000 per vehicle, according to federal officials. Additionally, it will reduce oil consumption by 2.2 million barrels per day by 2025. Currently, the United States imports 9.1 million barrels of oil per day, according to the U.S. Energy Information Administration.

### Praise from Brown

State officials praised the agreement. Gov. Jerry Brown called it, "A banner day with this announcement, because it marks a complete reversal from what we were facing just a few years ago when California was engaged in multiple lawsuits in different states" with oil and auto companies.

Mary Nichols, chairwoman of the Air Resources Board, called the agreement a "major step" because "the auto industry is at the table now and recognizes the need to move forward and set goals that are really far in advance of anything they've admitted they could do."

Thirteen auto manufacturers, which account for 90 percent of vehicles sold in the United States, agreed to the standard. They are Ford, GM, Chrysler, BMW, Honda, Hyundai, Jaguar/Land Rover, Kia, Mazda, Mitsubishi, Nissan, Toyota and Volvo.

### 'Ambitious' goal

James Lentz, president and chief operating officer of Toyota Motor Sales, USA Inc., called the goal "ambitious" but said the company would meet it.

"Obviously, there is still a great deal of uncertainty as to how the market will respond and what vehicle technologies consumers will embrace, which is why we are rolling out and testing a range of alternative fuel options," Lentz said in a statement.

While auto manufacturers have for years resisted government efforts to increase fuel economy, the auto industry bailout by the federal government in 2008 and 2009 in part required better fuel efficiency and strengthened the federal government's hand in pushing for the higher standards.

The fuel economy standard is an average for a fleet of cars, which means that the actual miles per gallon for some vehicles will be lower because fleets also include electric cars and other vehicles that will far exceed the standard. The average vehicle at a dealership is likely to be closer to 40 miles per gallon, though that is double the average today.

### Potential loophole

One potential loophole in the agreement is a midterm review of the standard in 2018 to assess whether the goal is still achievable. Roland Hwang, transportation director for the Natural Resources Defense Council, said that if automakers use the next several years leading up to the review to fight the standard, then it could be in trouble.

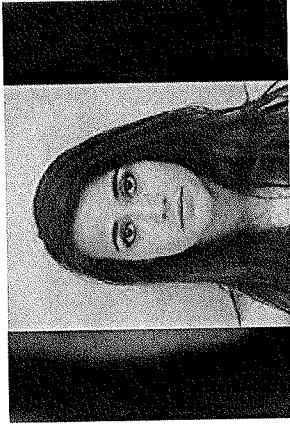
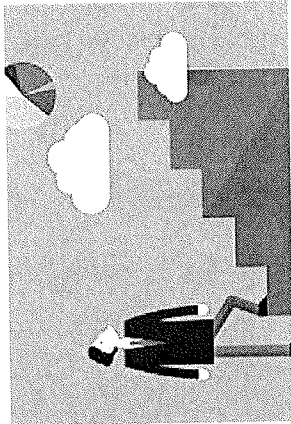
"Really, we're going to find out over the next seven years how much the auto industry has transformed itself," Hwang said.

He said Friday's announcement can be traced directly to a 2002 California law that regulated greenhouse gas emissions from vehicles. That law prompted a long legal fight, though the state eventually prevailed. The federal government invited the state to be part of the negotiations.

"Without California, there is no agreement. Without California, there is no 54.5 miles-per-gallon standard," he said.

The president has called for a proposed rule to be drafted by Sept. 30 with a final rule on the standard in July 2012. The state Air Resources Board will release its proposal in late September, and it will be considered at November's board meeting, said Stanley Young, spokesman for the board.

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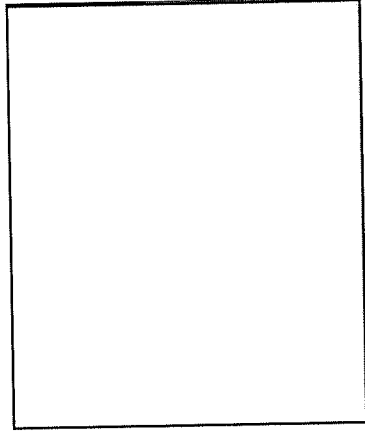
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About Cars; Volvo Makes Some Quiet Changes

By Marshall Schuon

Published: February 10, 1991

"Longtime Volvo watchers will find it amazing, but for the third year in a row, Volvo has actually made changes you can see!"

News release

Well, maybe. But you'd need a very sharp-eyed Volvo watcher indeed, and I don't know any of those. I have been driving the newest model hither and yon and it turned nary a head in either direction. In fact, I had to look twice to see the changes myself.

They are there, of course, both in the more sloping rear window and in the much higher trunk. But if you still can't spot the differences, there is a new badge on the back that says 940 SE.

The 940 is the first new series added by the Swedish car maker since 1983, when the 700 line was introduced, and it replaces the 760 at the top of the Volvo heap. That means a pricetag ranging from \$27,885 to \$33,630, depending whether you want the sedate GLE, the sportier Turbo or the thoroughly luxurious SE.

All three levels can be had as sedans or wagons, and the test car was a black SE four-door with a standard leather interior done up in tan.

In general, the front of the car is reminiscent of last year's 760, but the similarity ends just above the rear door, and the body is a bit smoother than previous Volvos. That fact, combined with the reshaped rear panels, makes the '91 model slightly more aerodynamic.

Wind noise is very low, and the 940 is a solid joy on the highway. The SE rides on the same multilink independent rear suspension developed for the 760, and the rest of the 760's features have been carried over. There is the excellent instrument panel with red needles on black gauges. There is full power equipment, including a sunroof that flips up or slides open. There is automatic climate control, and the front buckets are electrically heated. They also are adjustable eight ways, and you can tailor them to keep you snuggly in place.

Fog lights are standard, as is central locking, and the usual luxostuff abounds. On the SE, in fact, the only option is a compact-disk changer, mounted in the trunk to thwart the sticky-fingered. The radio itself incorporates a cassette tape player, and the sound issues from six speakers in the doors and the dash.

Up front -- and like all Volvos this year -- power comes from a four-cylinder engine. In

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http://www.nytimes.com/1991/02/10/sports/about-cars-volvo-makes-some-quiet-changes.html[5/16/2016 2:34:30 PM]

the GLE, you get twin cams, 16 valves, 153 horsepower and dual counter-rotating balance shafts for smoothness. In the Turbo and the SE, the engine has a single overhead camshaft, an intercooler and a turbocharger, and it produces 162 horses. None of the 940's might be called a hotrod, but the power makes the cars quick enough for safety, and 0-60 acceleration is on the order of 9 to 10 seconds.

The engines, relatively small, are dwarfed in the huge area under the hood, a compartment that will easily accept the in-line six that is planned for 1992. Displacement is 2.3 liters, and the four-bangers are mounted longitudinally to drive the back wheels in what used to be called a conventional setup. In the era of front-wheel drive, that convention is becoming something of a rarity, but traction is excellent, abetted by a new-for-'91 locking differential.

All of the 940's send their power to the differential through automatic transmissions, and the differential also functions automatically. When a drive wheel loses traction, the system slows that wheel and applies power to the tire that has some grip. The design also delivers equal driving force from both rear wheels by locking the differential at slow speed. It disengages automatically when the car is moving at more than 25 m.p.h., precluding any bad effects that it might have on handling at highway speed.

Like all Volvos sold in the United States, the 940's have an air bag in the hub of the wheel. Antilock brakes are standard, and, for the first time, the sedans are equipped with three-point seatbelts and headrests in all three rear-seat positions. Another nice feature back there is a pass-through from the trunk to accommodate skis and other ungainly cargo.

With its higher lid, the trunk also holds more than last year's car and, unlike the 760 that it replaced, the new model has a low liftover to ease the strain on one's back when hefting the groceries. That's the kind of thing that even a non-Volvo watcher can spot.

Photo: Volvo's 940 SE has the flavor of the 760, which it replaced, but the rear window now slopes less sharply, arching down to meet a higher rear deck. (Volvo Cars of North America)



10. Unearthing the Secrets of New York's Mass Graves

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BEHIND THE WHEEL/Volvo 850 R;A Wolf in Swedish Clothing

By MARSHALL SCHUON

Published: March 3, 1996

THE commercial is so quick that it's almost subliminal. Very MTV, very grainy, all of it in black and white. That's a wolf there in the cage. And sand -- or is it snow? And the speeding car is -- what is that car?

But a voice tells us.

After years of building cages," it says, "we're about to let the animal out. Introducing the 850 R. From Volvo."

And that's it, wrapped up in exactly 14.6 seconds (and don't ever say that my stopwatch and I never did anything for you).

The flashy commercial shows, among other things, what Madison Avenue can do. But it also shows what a Swedish manufacturer with a glint in its eye and a reputation for stolid safety can do, even with a vehicle that isn't particularly new.

In fact, the 1996 850 R is a freshly dressed version of last year's T-5R, which was itself a hotted-up version of the Volvo Turbo. And while the Turbo is still with us, the T-5R has gone away, to be followed into Volvo heaven next year by this new hot rod, which will then be replaced, presumably, by a model with some new alpha-numerics.

You got that straight?

All right, so it's confusing. And the commercial is somewhat misleading, since Volvo actually unleashed the wolf in sheep's clothing a year ago. But any questions we might have about the muzzy state of the marketing mind can easily be put to rest. There is sanity in the engineering department, and the 850 R is an exercise in lucid automotive design.

It went on sale in early February as a sedan costing \$38,420 and a station wagon priced at \$39,870. The stickers, about \$5,000 more than the "plain" Turbo models, buy full-bore luxury, and there are no options. There is also no serious competition, particularly for the wagon, when it comes to price, safety, space and neck-snapping acceleration that propels the vehicle from 0-to-60 in just 6 seconds, according to Volvo.

That performance comes from the five cylinders of Volvo's amazingly small 2.3-liter engine, mounted crosswise and driving the front wheels through a four-speed automatic transmission. The power plant and its turbocharger, which packs more air into the combustion chambers, are the same as those of the standard Turbo. But a programming change in the engine-management system increases the boost pressure under full throttle, creating 240 horsepower instead of the 222 of the standard Turbo.

And, while some might think it odd to combine rocketry with Volvo's name for safety, the car's performance and agility actually serve to keep it out of harm's way. Should

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harm occur, however, the standard front air bags are abetted by dual bags in the bolsters of the bucket seats. With the side bags and a stiffer body structure, the side-impact force on occupants in an accident is said to be reduced by 40 percent.

The car stops as well as it goes, and its huge disk brakes, anti-lock system and traction control should help keep drivers out of trouble. Stiffer shocks and thick anti-roll bars are teamed in a sport suspension that channels the car through the twisties as if they weren't there. And with headlights that turn night to noon, the 850 R is a bastion in a dark and dangerous world.

The "R" rides on huge 17-inch molded wheels carrying Z-rated tires of such low profile that they look flat -- but whose top-rated cords and rubber would be able to cope with the vehicle's top speed of 152 miles an hour. And I say that to save you the bother of checking out the highway patrol's emergency preparedness program.

At normal speed, however, the 850 R will attract few glances. It has the same boxy design that America both loves and ignores, and a week at the wheel of a black wagon raised no thumbs-up signs, let alone any eyebrows.

Volvo says the black paint is available for "basic stealth," but the car is also available in red, and two interiors are offered, one with gray leather and dark walnut trim.

The test car had the second choice, with pretty cream leather complimented by "Alcantara," a fake suede that is sturdier than the real thing, and is washable, too. It also had what Volvo calls "Scandinavian birchwood" on the dash and console, a trim unlike any I have seen. Tan, with dark flecks of grain, it looks like polished balsa wood, and it might be hard to live with.

Otherwise, though, the wagon should wear well. The fit and finish are excellent, the ride is everything it ought to be and the performance is just astounding. The engine sings pleasantly -- but it wouldn't matter if it howled like the wolf on TV. There is, after all, a stereo system with eight speakers and 200 watts.

With the 850 R, it seems, there just can't be too much power.

**INSIDE TRACK:** The fastest box on the block.

Table; "Eurowagons With a Sporty Spirit" compares cost and features on the Audi A6 Quattro Wagon, the BMW S35i Touring, and the Volvo 850 R Sportswagon.

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# Top McEnroe Is Still John

AP  
Published: March 4, 1991

**CHICAGO, March 3**— John found no particular joy in beating his younger brother Patrick in the battle of the McEnroes here this afternoon in the final of the Volvo Indoor tournament. "I have incredibly mixed emotions right now," John McEnroe said after winning, 3-6, 6-2, 6-4. "Every emotion you can imagine was there: from worrying to how he's doing, to worrying that he might beat you."

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Six years ago, John routed Patrick, 6-2, 6-1, in a tournament at Stratton, Vt. This time, 32-year-old John, down a set early on, had to struggle to beat the 24-year-old Patrick. Patrick was in charge after winning the first set, but John called on his experience and an array of shots to square the match.

Patrick, ranked 51st in the world, had another chance in the third set when he took advantage of unforced errors to break John's service and lead, 2-0. John, ranked 19th, used passing shots to break back in the third game, however, then held serve to even the match and took the lead with a break in the fifth game.

At several points, John showed frustration over line calls, but he kept his temper in check.

The opponents' father, John Sr., said he was pleased by the pleasantness of the match. "It was the kind of match I wanted them to have," he said. "I meant what I said before the match: there isn't going to be a loser."

Their mother, Kaye, stayed home in New York because she was too nervous to watch them play.






John got his 77th career tournament victory, and denied Patrick his first, in the third men's final involving brothers. Gene Mayer beat Sandy Mayer at Stockholm in 1981 and Emilio Sanchez beat Javier Sanchez at Madrid in 1987.

John McEnroe, a former No. 1 player who has four United States Open and three Wimbledon titles, had not won a North American tournament since the GTE Championships at Indianapolis in August 1989.

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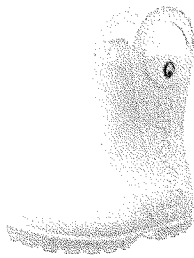
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The center console was smartly planned, with two sturdy cup holders, a storage compartment and even a pen holder. My only quibble was that a medium-size bottle got in the way of the manual shifter.

There is Volvo's usual attention to safety, with an added feature usually found in more expensive cars: an inflatable side curtain protects heads, front and rear, in a side collision. There are air bags in the dash and the front seats and excellent head restraints -- even a button to automatically drop the three rear headrests for better visibility.

Volvo offers three 5-cylinder engines in the S60. A 2.4-liter ultra-clean power plant produces 168 horsepower. The same engine puts out 197 horses with a light-pressure turbocharger; Volvo expects this model, called the 2.4T, to be its biggest seller. It comes only with a five-speed automatic gearbox.

My test car, a \$37,575 T5 model, had a strikingly fast 2.3-liter engine with a high-pressure turbo. It pumps out a fierce 247 horsepower and 243 foot-pounds of torque.

The T5 comes with either an automatic or the five-speed stick shift. The manual shifter is a striking ball-and-socket affair -- a handsome deviation from the leather boots in other cars. But this joystick-like device, while made to look like brushed aluminum, is actually plastic.

The T5 is powerful, almost excessively so for a 3,300-pound front-drive car. Depending on the model, up to 59 percent of an S60's weight is up front. In spirited driving, the Volvo is at a disadvantage to rear-drive sport sedans like the BMW 330i, whose weight is perfectly balanced front to rear. On corners, the S60's shifting weight makes its handling less neutral. On a quick getaway, the rush of power to the front wheels makes the car a little twitchy.

But assuming that you drive with a healthy respect for the authorities, the car is well-composed and predictable in most conditions. On a long nighttime drive in a wind-driven downpour, the test car, with optional 17-inch wheels and Pirelli P6 tires, clung to the road like molasses.

The S60 inspires confidence in this kind of duty. It is also comfortable, versatile and spacious, a noteworthy addition to a very competitive part of the car market.

**INSIDE TRACK:** Volvo's third swing produces a solid base hit.

**Photo:** The Volvo S60 combines its big brother's style with a more balanced midsize platform.

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## Pulaski County Journal; A Virginia Town's Boom Is Not All It Hoped For

By MICHAEL JANOFSKY  
Published: March 13, 1999

**DUBLIN, Va.—** For rural Pulaski County, it was like a dream come true: Volvo, the automobile maker, decided last year to expand its truck-making plant here, a plan that would double the size of the work force to 2,500 and add an estimated 1,200 jobs in related businesses.

It was the sort of economic boon that county leaders had been striving for through an aggressive program of state and local tax incentives to attract new businesses. Not that Pulaski County was desperate for such growth.

Tucked into the southwestern corner of Virginia, the county stands out as a pocket of economic diversity. Rolling hills of farmland and forests surround busy factories that have made textiles, furniture and munitions for almost a century. But the more vigorous the growth, the better, county officials have long believed.

Now, though, some of them, along with other county residents, are wondering whether an old saw -- be careful what you wish for -- might apply to them. While a plant expansion is something other rural counties love to contemplate, people in Pulaski County are grappling with the flip side of a dream come true.

Volvo's expansion is certain to increase the county's population, 34,000, planners say, leading some officials to question the possible ill effects on businesses, schools and the overall quality of life.

"On the whole, there is extremely good news here, with many more options locally so people don't have to leave the region to get good paying jobs," said David A. Cox, the county's superintendent of public schools. "But there are going to be some growing pains we have to deal with."

Last year, Virginia ranked as one of the leading states in new jobs, with 90,000, and one of the lowest in unemployment, with a rate of 2.7 percent. State officials say so many technology companies have recently opened or expanded that they have openings in 25,000 positions.

Pulaski County lies in a region that joined the economic parade only recently, largely through the state grants and tax incentives. Volvo expanded in Pulaski after the state offered a tax package worth \$56 million over 10 years.

But the owners of other businesses worry that the Volvo expansion could hurt them by luring away their best workers. Jobs at the Volvo plant can pay more than \$40,000 a year, a handsome income in a county where the Census Bureau puts the median value of a house at \$51,400, well below the national median, \$140,000.

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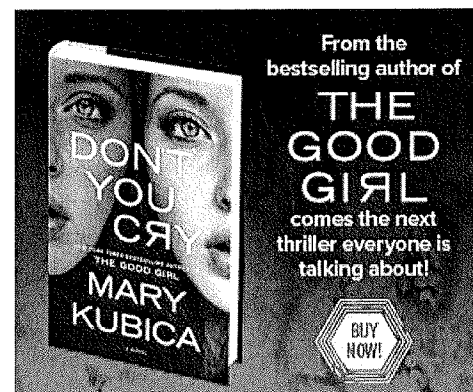
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The business owners are typically able to pay much less than Volvo and offer fewer benefits.

"I'm sure they'll take people from us," said David B. Spangler, president and chief executive of Jefferson Mills, a textile plant that employs 320 people in the town of Pulaski. "They already have, and they'll take my younger and better people. Anybody they take will start earning twice as much as we pay after we've trained them."

Mr. Spangler said he was not sure where he might find replacements.

Tim D. Thompson, vice president of a company that makes church pews, says that when he needs new workers, he walks around downtown Pulaski and hires men off the street.

But county officials expect some new workers to move into Pulaski County, a prospect certain to accelerate a rise in housing costs that began about a year ago, around the time the Volvo expansion was announced. Volvo has already hired about 500 workers and the rest are to be phased in over the next few years.

Wayne McGlothlin, the owner of a Century 21 real estate agency, said a chronic shortage of housing listings in the county, combined with the rising demand, had already pushed up the sale price of houses by 47 percent in the last year alone.

"There's already a housing shortage," said Gerald E. Bolen, a salesman in the Century 21 office. "We're seeing more new construction, but for hourly people, it takes two incomes to move into a house in the \$175,000 range."

Mr. Spangler predicted that the lack of affordable housing could become a major impediment for companies like his trying to recruit new workers. "They need to build houses here that cost less than \$60,000 and that's even pushing it for a worker making \$20,000," he said. "What they ought to be thinking about, maybe, is trailer parks. Nothing wrong with trailer parks."

No one is watching the influx more closely than Mr. Cox, the schools superintendent. This year, 5,075 children in the county attend eight elementary schools, two middle schools and the high school. The overall student-to-teacher ratio is a comfortable 20 to 1.

Two years ago, the county passed a \$44.5 million plan to renovate every school over the next 10 years. But Mr. Cox said that as few as 400 children added to the system would cause overcrowding that could lead to a decline in test results.

"A lot of folks are talking about this and what it means," he said of the county's job creation. "We just don't know yet."

Local leaders are also grappling with how to spruce up the town of Pulaski, the largest in the county, with about 10,000 residents. For now, Pulaski has little to offer in way of shopping, restaurants and recreation; and Dublin, with a population of about 2,000, even less. On any given day in Pulaski, more stores along Main Street, the retail center, are closed than open, and empty sidewalks suggest that none are especially thriving.

Rebecca English, the owner of MimiAnne's Gourmet Coffee Shop, is president of the Pulaski Downtown Merchants' Association, which has taken on a number of projects to pump new life into the town, including an effort to turn an abandoned roller-skating rink into a fine arts center and an old movie theater into a performing arts center.

Ms. English said progress was slow because local residents had long grown accustomed to seeking culture, entertainment and shopping a short drive away in the larger towns of Radford, Blacksburg and Christiansburg.

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"We're on the cusp of something really exciting if we can get all the pieces together," she said. "If what is scheduled to happen happens, this town can be transformed."

Photos: While Pulaski County, Va., is having growing success attracting industry -- the Volvo truck plant, above, is expanding -- it has little to offer in shopping, recreation and entertainment in Dublin, left. (Photographs by Cindy Pinkston for The New York Times)

Map of Virginia showing location of Dublin: Pulaski County only recently joined Virginia's economic parade.

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ABOUT CARS

## ABOUT CARS; Volvo Aims (Gasp!) at Sports Fans

By Marshall Schuon

Published: March 7, 1993

IT is always nice when your garage attendant knows you. It means that you occasionally get decent service, even in New York. Even when you show up with a different car.

Mine calls me "Mr. Marshall" because he can't pronounce my last name, but we always converse. As on the day when I pulled up in the boxy aqua Volvo.

"This new?" he said, waiting with my ticket while I got myself assembled.

"Yep," I said. "New."

"Doesn't look new," he said.

I smiled, nodded, hefted my shoulder bag and left. We don't have long conversations.

But the garage guy had certainly put his finger on what is wrong with Volvo's all-new 850 GLT. Or, perhaps, on what is exactly right for that growing cult of safety buyers -- and particularly for those who want a bit of sizzle with their security. Safe sex, automotive style.

For '93, Volvo has wrapped its big news in the same square lines that have typified the Swedish maker's body-armor for the past quarter-century, although the suit and its underpinnings represent a billion-dollar development program aimed at creating a sedan with a difference.

For one thing, the 850 is the first front-wheel-drive Volvo to be marketed in this country. For another, it has a transversely mounted five-cylinder engine, and that is no small trick, given the finite amount of space between the front wheels.

Optimum use of space is, in fact, a hallmark of the new four-door that was designed to compete in the near-luxury niche occupied by the likes of Acura, Audi and Saab. As a mid-size vehicle, the 850 is 8 inches shorter than Volvo's 960 flagship, but it actually has more legroom, front and rear, and can carry more cargo.

According to company research, it also is likely to attract buyers who are both younger and older than the current crop, which averages 41. Its sporty nature will appeal both to those who don't yet have families and to the "empty nesters" who no longer need Volvo's popular station wagon.

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All the same, the 850 is a very practical car, and it builds on the safety image that has stood the company in good stead for much of its 67-year history. Volvo's current and seemingly omnipresent TV commercial opens with a man and woman perched atop an olive-drab army tank, and the 850 is, indeed, something of a vault on wheels.

In addition to energy-absorbing structures in front and back, the steel unit-body already meets the side-impact protection standard that will be required of all cars in 1997. Antilock brakes are standard, as are dual air bags and automatic seatbelt tensioners for the front buckets. In the rear, all three seat positions are equipped with three-point belts and headrests.

The back seat also features a center armrest that doubles as a booster seat (with safety belt) for children of 50 to 80 pounds. Get rid of the kid and the armrest opens to serve as a pass-through from the trunk, and both rear seatbacks unlock and fold down to provide 33.2 cubic feet of carrying capacity.

Other storage is ample as well, and the car has a large glovebox under the air bag on the passenger's side, a bin between the seats, and map pockets that actually can be used.

The aqua tester, with a base "touring-package" sticker of \$27,600, carried a tan leather interior, set off neatly by the black dash with its white-on-black analog instruments.

The driver's seat, power-adjustable and with a three-position memory setting, combined with a tilt-and-telescope wheel to tailor position just the way one likes. Worth mentioning, too, is a turn signal whose clicks can actually be heard, a feature as welcome and rare today as the telescoping wheel.

In fact, ergonomics are generally excellent, and the only nits worth picking have to do with the buttons for the power windows, located inconveniently in the center console rather than on the driver's door, and the fact that the rear windows go only halfway down.

Also in the console is a toll change holder, and the 850 is replete with a one-touch button for the driver's window among other niceties. The touring option added a remote-control keychain to work the power locks, a sunroof, heated seats, and dual temperature controls to keep both front occupants happy. This year, incidentally, all Volvos have air-conditioning systems that do away with ozone-depleting freon.

Under the hood, the five-cylinder engine uses 20 valves to help pull 168 horsepower out of its 2.4 liters, sending the power to the road through the standard five-speed stick or through an electronically controlled four-speed automatic. The automatic, a \$900 option, offers three buttons so the car can be driven in sport, economy or "W" mode, which stands for winter (or maybe wet), and there is traction-control for further elimination of spinning wheels.

Driven aggressively, the car will go from zero to 60 in about eight seconds, and the top end is said to be 132, although I can't vouch for it.

Driven carefully and in the economy position, the 850 will manage as much as 28 miles on a gallon of gas and, with a huge 19.3-gallon tank, it will eat up 540 miles of highway between credit cards.

I can vouch for that, as well as noting that the 850 travels in rock-solid fashion, keeping its feet firmly but comfortably on the road, no matter how bad that road might be.

Which should come as no surprise. After all, the thing looks just like a Volvo.

Photo: Boxy and traditional, Volvo's all-new 850 GLT packs safety and performance in a



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## Talking Business; Today's World Of Commerce: with Pehr Gyllenhammar of Volvo

By BARNABY J. FEDER  
Published: February 3, 1987

Correction Appended

Pehr Gyllenhammar is chairman of Volvo A.B., Scandinavia's largest industrial company. Known in the United States for automobiles, Volvo also makes industrial, marine and aerospace products and is active in energy, food and banking. Last year Volvo earned \$237.9 million before taxes on sales of \$12.71 billion.

Mr. Gyllenhammar has also used Volvo as a platform to promote European business in general. He is founder and chairman of the European Roundtable, 27 executives who lobby European governments in favor of railway, bridge and tunnel investments, freer trade and harmonization of standards and taxes. During a trip to New York, he talked about the international business scene.

Q. Do laws limiting the use of Swedish profits overseas inhibit Volvo?

A. They are being relaxed rather quickly. A lot of people have said we are locked in with Swedish cash we can't move. It's not true. There has never been an investment we wanted to do outside Sweden that has been blocked by the Bank of Sweden. The burden has been that we sometimes had to borrow because we couldn't use the Swedish crowns, which has made some investments more expensive. But the other side of the coin is that Scandinavian assets have been rated at a lower price. We have been able to buy good-quality food companies at 6 to 10 times earnings when internationally they go at double that cost. So it has made sense to expand at home.

Q. The European Roundtable has a specific agenda, including a bridge-tunnel connection joining Scandinavia to Germany. How are your proposals going?

A. Our infrastructure program has been discussed within the European Commission as a blueprint for their program. We did a joint study with them on financing that may be important in the long run. We have also supported group research projects and raised venture capital. We can't be corporate marriage brokers, but we can work to make it easier to do business in Europe. Q. In doing business today, how helpful are European governments?

A. Government attitudes are much more positive than even five years ago, and there's no comparison with the 1970's, when they could think only in terms of subsidies. It's still very slow in tax harmonization and standardization.

Environmental affairs are another area. We cannot live with a Western Europe where standards differ widely. The Roundtable has to go into this area because industry is seen

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as a polluter. Q. What about labor? A. Problems come up when people are threatened. Sweden has next to full employment. We don't know how people would protect their jobs if unemployment would increase.

There is another problem: organizing modern manufacturing. It's hard to state ahead of time who should be a metalworker and who white-collar. The responsibilities merge if you are a programmer and foreman in charge of a \$10 million piece of equipment. We may need to encourage unions to merge as the workplace merges jobs. Q. Will that be tougher in Europe than the United States?

I don't know. In the U.S. you can still fire people if you don't need them. In Europe you can't reduce your work force through dismissals unless a business is hopeless, so the dialogue will be more complicated. However, well-managed European firms have learned more about working with their employees because you can't dispose of them. Understanding employees is one of the keys to organizing work differently.

Q. What is your view of the international financial scene?

Over the last 24 months we have had to live with currency fluctuations that are unheard of in modern history. It's very dangerous for industrial growth. Business today is already encouraged to look too much to the short term. What's happening in the foreign-exchange markets doesn't help. It distorts perspective, creates an added interest in short-term dealings in financial markets and distracts industry.

Photo of Pehr Gyllenhammar

**Correction:** February 9, 1987, Monday, Late City Final Edition

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TENNIS

# TENNIS; Upside Down Becomes the Norm

Special to The New York Times  
Published: August 19, 1990

**NEW HAVEN, Aug. 18—** The falling of the mighty continued today at the Volvo International when the last seeded player in the tournament was beaten in a semifinal round in which players ranked 79th, 127th and 135th in the world were on display.

Derrick Rostagno, an American rated 79th on the Association of Tennis Professionals' computer, reached Sunday's final with a 7-6, 6-3 triumph over Andrei Chesnokov of the Soviet Union, who was seeded fifth. In outplaying his rival with an aggressive and acrobatic game, Rostagno sent Chesnokov the way of top-seeded Ivan Lendl, as well as Brad Gilbert, Michael Chang and Andres Gomez, all of whom were eliminated in earlier rounds.

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Rostagno's opponent in the final will be Todd Woodbridge of Australia, rated 135th in the world, who eliminated Mark Woodforde, 1-6, 6-4, 6-3, in today's opening semifinal. Both Rostagno and Woodbridge will be appearing in their first A.T.P. final.

Rostagno's acrobatics overwhelmed Chesnokov, who is ranked No. 11 in the world. At first, however, it appeared as though the 24-year-old Chesnokov's wall-like consistency would smother Rostagno as it had every other opponent this week.

But Rostagno crept back from a 2-5 first-set deficit to go ahead, 6-5. Chesnokov looked increasingly hangdog as his ground strokes and passing shots began to misfire while the American grew more brazen in his advances to the net.






"It would be impossible to beat Andrei from the baseline," Rostagno said. "I didn't want a battle that would last seven hours. I'm most successful up at the net, and I should stay with that."

Chesnokov served his way into a tie breaker, but found his heavy topspin strokes were sitting up, giving Rostagno several easy volley put-aways. Serving at 4-6 in the tie breaker, the Russian despondently double-faulted the set away, and never posed a threat thereafter.

## Loser Started Well

In the opening semifinal, Woodforde, ranked No. 127 in the world, breezed through the first set.

At 2-3 in the second set, a Woodforde service return caught the net and trickled over.

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Woodbridge scrambled up and shoveled a forehand deep to the left-handed Woodforde's own forehand and fielded the sharp cross-court reply with an unplayable backhand drop-volley that seemed to embed itself in the court. He ran out his service game at love and then broke Woodforde to take a 4-3 lead.

Then Woodbridge took control, taking the second set, 6-4, and winning 14 of 16 points en route to a 6-3 third-set victory, in which a visibly fatigued Woodforde double-faulted at match point.

#### BECKER MAKES COMEBACK

INDIANAPOLIS, Aug. 18 (AP) -Top-seeded Boris Becker trailed by 0-2 before winning six of seven games in the second set to beat No. 4 Jay Berger, 6-4, 6-3, today in the semifinals of the United States Hardcourts championship.

The world's third-ranked player will face unseeded Peter Lundgren, who scored his second successive upset with a 6-4, 6-4 victory over No. 14 Richey Reneberg.

Berger held serve to open the second set. He took advantage of a loose service game by Becker to win four consecutive points and lead, 2-0.

The West German, the United States Hardcourts champion in 1988, took Berger to deuce three times in the third game before the American netted a forehand that pulled Becker within 1-2.

#### NAVRATILOVA WINS

LOS ANGELES, Aug. 18 (AP) -Top-seeded Martina Navratilova suffered a second-set collapse today but came back to defeat No. 4-seeded Zina Garrison, 6-0, 6-7, 6-4, in the semifinals of the Virginia Slims of Los Angeles Tournament.

FINNIGAN TAKES TITLE KIAMESHA LAKE, N.Y., Aug. 18 -Joel Finnigan of Scottsdale, Ariz., seeded ninth, upset sixth-seeded Warren Fulgenzi of Las Vegas, N.M., 6-4, 6-3, today and won the men's singles title in the United States national amateur championships at the Concord Hotel.

Photo: Peter Lundgren returning ball during his victory over Richey Reneberg in semifinals of U.S. men's hardcourt championships. (Associated Press)



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ABOUT CARS

ABOUT CARS; A LOOK OF LUXURY FOR NEWEST VOLVO

Marshall Schuon

Published: March 13, 1983

THE first Volvo I ever contemplated was a new 1957 model. It was a little hump-backed car that looked like a 1946 Ford, and it was on a lot outside Providence, R.I.

I remember being impressed with the quality of the red paint and with a window-shade gadget that you could pull up in front of the radiator on cold mornings to get the engine warm in a hurry. And I remember the price. It was \$2,400. Way too much, I thought.

Others obviously disagreed, and the Swedish company has sold more than a million cars in the 25 years that it has been marketing on these shores. Volvo is now the No.1 European import in sales, and the company is looking for new fields to conquer.

That is the rationale for the 760 GLE, the new flagship of the line. Volvo has mounted an advertising campaign that calls it "the next logical step," and with a base sticker price of \$18,785, the car is nipping at the heels of the least expensive Mercedes-Benz.

There are two versions of the luxury car - a turbo diesel and a gas-powered V-6. The metallic-gray test car was the second, and carried a sticker of \$20,685.15, what with the \$665 leather interior and a concert-hall stereo system that added almost \$800.

As an entry to the luxury market, the replacement for last year's 264 GLE certainly looks the part. The high-style 760 is the first all-new Volvo in 16 years and, while its heritage is recognizable, it shares no body panels with any of the rest of the line.

A low grille has the familiar diagonal band, a chin spoiler incorporates foglights, and a hood rises to a sharply raked windshield, all creating an aerodynamically efficient wedge. The roof is flat from front to rear, leading to a nearly vertical rear pillar and a high trunk lid, also designed to help cheat the wind.

The car has a low beltline and a lot of glass for good visibility. It appears bigger than previous Volvos, although it is actually four inches shorter than last year's model. The company says the illusion is created by short overhangs on a wheelbase that is five inches longer.

Inside is the waft of Connolly hides that look as good as they smell. The seats are comfortable and fully adjustable, even to the degree of softness in the backrests of the front buckets. Driving position is excellent, and the controls are generally well placed,

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http://www.nytimes.com/1983/03/13/sports/about-cars-a-look-of-luxury-for-newest-volvo.html[5/16/2016 2:07:46 PM]

although all is not perfection.

For one thing, the turn-signal stalk is too high and far from the wheel to reach comfortably. Then there is no place to put your left foot, which sort of hangs in space when you are behind the wheel. The car definitely needs a dead-pedal.

The ashtray is one of the worst in production. It is a long, thin contrivance that hides behind the shift lever and is nearly impossible to use. For rear-seat passengers, there is another irksome factor: the back windows do not go down all the way, which is poor in a car this rich.

On the other hand, the car bristles with niceties, among them an electric seat warmer and a lockout switch to keep the kids in the back seat from playing with the power windows.

The console is canted toward the driver, and holds the automatic climate control and the audio components, which in the test car included a graphic equalizer. There are power sideview mirrors, a central locking system, cruise control, and the like. The car has just about all of the etceteras to be found.

There is plenty of storage, too, including molded pockets on the sides of the front seats and map pockets in the doors. A covered bin nestles between the front buckets, and there is a large bin in the center armrest of the back seat.

A four-speed automatic is the only transmission available with the gasoline engine, but the shift knob contains a button that cuts in the electric overdrive, helping the car to better mileage. The 760's rating is 20, city, and 29, highway, and in 500 miles of driving the car averaged slightly more than 19.

On the highway, the 760 is incredibly smooth and quiet, and its handling ranks with the better sports sedans, aided by Pirelli P8 tires on 10-spoke alloy wheels and by Volvo's patented Constant Track rear suspension.

According to the company, the thing that makes the suspension different is a wishbone-shaped subframe that "decouples" the forces working on the rear axle and allows each suspension link to carry only one type of force. That way, it is said, each link can be separately tuned to improve ride quality and handling.

Strangely, the only time the gray 760 was not smooth and quiet was at idle, when the 2.8-liter V-6 was just rough enough to be annoying. And while its 130 horsepower is sufficient, it is not enough to make the 3,000-pound car notably quick.

The aluminum-alloy engine is a beautiful chunk of machinery, though. It is made in France by the Peugeot-Renault-Volvo group, and it is the same power plant that John DeLorean chose for his gullwinged dream car.

The 760 may offer a slightly less glamorous showcase, but Volvo has good cause to bet that it will meet with much more success.



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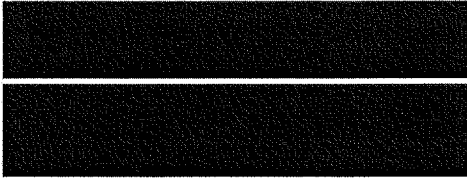
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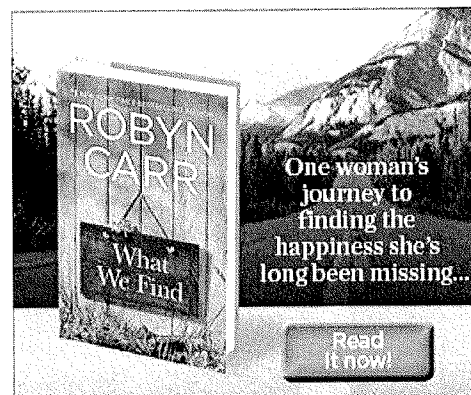
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# Volvo Robot Plan

AP  
Published: January 16, 1982

**LANSING, Mich., Jan. 15—** Volvo, the Swedish auto maker, intends to begin producing industrial robots in a leased plant near Detroit, state officials said. The plant will manufacture "guided driverless vehicles" to carry parts between robots in automobile plants, Robert Berg, an aide to Gov. William G. Milliken, said. Mr. Berg said that the Swedish auto maker hopes to employ 200 to 300 workers and have annual sales of \$100 million at full production.

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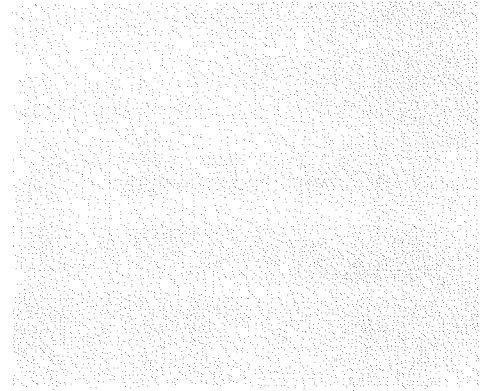
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## Volvo to Lift Prices 2.8%

Special to the New York Times  
Published: March 24, 1988

**DETROIT, March 23—** Volvo Cars of North America said today that it would raise the retail prices of cars delivered to dealers after March 31 by 2.8 percent, or about \$604. New prices will range from \$17,250, for the 244 DL, to \$39,880, for the 780 coupe.

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THE MEDIA BUSINESS

## THE MEDIA BUSINESS; For This Pounding, Volvo Had Help

By BARRY MEIER

Published: November 6, 1990

Volvo, which has carefully built a wide reputation for credibility and safety, has acknowledged that some recent advertisements dramatizing the strength of its cars were phony.

The advertisements show a row of cars being crushed by a pickup truck, with only a Volvo remaining intact. But the Volvo was reinforced for the dramatization.

The Swedish auto maker is running advertisements in several newspapers today acknowledging that the ad is phony.

The public admission is part of a settlement, announced yesterday, of a lawsuit brought by the Attorney General of Texas, Jim Mattox, against the Volvo North America Corporation, the car maker's American arm. Mr. Mattox charged that the distributor had misrepresented several facts in recent television and print ads that featured what looked like a car-crushing contest.

In the ads, "Bear Foot," a giant pickup truck with huge tires, runs over the tops of a line of automobiles, including a Volvo 240 station wagon. The Volvo withstands the pounding, while the competition's cars are flattened. The advertisement, created by the New York firm of Scali McCabe Sloves, depicts the contest as a real event.

But some residents of Austin, Tex., who were paid to be extras in a crowd watching the car-crushing "exhibition" called the Attorney General's office during the filming in June with tips that something seemed fishy. 'A Hoax and a Sham'

As a result, Mr. Mattox charged last month that Volvo had doctored the ads in several ways. For one, he said, the car-crushing contest was not an actual exhibition, but rather a "dramatization" and should have been labeled as such. He also charged that the Volvos used in the ad were reinforced with lumber or steel to withstand "Bear Foot's" pounding, and that the structural pillars in competing vehicles had been severed or weakened.

"The car-crushing competition was a hoax and a sham," Mr. Mattox charged in court papers.

In settling the case yesterday, Volvo officials did not acknowledge any wrongdoing.

But they agreed not to use false testing techniques or to make any future claims of safety or durability for Volvos unless the company had evidence to substantiate them.

The disclaimer advertisements the company agreed to run today in about 15 newspapers

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in Texas, in USA Today and in The Wall Street Journal acknowledge that the event was staged for the commercial. The disclaimer is in the form of an open letter from Joseph L. Nicolato, president and chief executive of Volvo Cars of North America, a division of Volvo North America.

In the letter, Mr. Nicolato acknowledges that the commercials incorrectly depicted the car-crushing competition and states that the ad's production team "apparently made modifications to two of the vehicles."

Mr. Nicolato writes that the cars were modified to enable filming to be done safely and to permit the truck to make repeated passes over the Volvo used in the filming. "We are proud of the strength of our Volvos," Mr. Nicolato writes, "but even they cannot withstand being run over so many times by a 'Monster Truck.' " Tips from the Crowd

The original commercial was broadcast last month on several cable channels including Cable News Network, and print advertisements appeared in several magazines, including Forbes and Car & Driver.

Lisa Cohen, a spokeswoman for Scali McCabe Sloves, declined to comment and said the agency had decided to direct reporters' questions to Volvo officials.

In June, some 400 residents of Austin were paid to come to a local arena for what was billed as a car-crushing exhibition held to make a Volvo commercial, said Robert Austin, a Volvo spokesman.

After the calls from people who were troubled by discrepancies they saw while watching the filming, undercover investigators were sent in. "We got pictures of them cutting the roof supports on some vehicles," said Ron Dusek, a spokesman for the Attorney General's office.

William Hoover, senior vice president of marketing for Volvo Cars of North America, said the company voluntarily withdrew the television ads in late October after hearing from Mr. Mattox's office. He said the commercial was based on the reported performance of a Volvo in a real car-crushing contest in 1988. Matter 'Under Review'

"The feeling was that the ad was done tongue-in-cheek so that people might not take it seriously," said Mr. Hoover, who acknowledged that the company had been wrong. "It was a dumb decision."

Mr. Hoover said the company was conducting an internal review of the performance of its own officials, as well as the conduct of Scali McCabe Sloves and others connected with the ad's production. Volvo officials said it was too early to speculate how the problem might affect its relationship with the Scali agency, which has lost several big accounts in recent months.

"The whole matter is under review," he said.

But the incident may have some lasting effect on Volvo's reputation. Just two weeks ago, USA Today, in a review of car advertising, called Volvo's recent ads, and the car-crushing ad in particular, some of the most effective television promotions for 1991 model year cars.

Photo: Volvo acknowledges that this ad, showing a Volvo surviving a car-crushing contest, was a dramatization, not a real exhibition, and that the Volvo was reinforced with lumber or steel for purposes of the ad. (Volvo North America)

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ABOUT CARS

## ABOUT CARS; Volvo Offers Peace of Mind

By Marshall Schuon

Published: May 11, 1986

THE dealership was a vacant lot in a Navy town south of Providence, R.I., and the stock consisted of two new Volvos, miniature versions of 1946 Ford sedans. The year was 1958 and I was just back from Operation Deep Freeze in the Antarctic, hot for a car and unsuccessfully trying to talk sensible price to the salesman.

At about the same time, another young guy named Joe Nicolato was going to work for the fledgling automobile importer, and we met for the first time last week at New York's Tavern on the Green. Mr. Nicolato is now the president of Volvo Cars of North America, and he was celebrating 28 years of gainful employment as well as the Swedish manufacturer's 30th anniversary on these shores.

The original 544 model that sat on the unpaved lot in Rhode Island has evolved into the bread-and-butter 240 series, the upscale 700 line, and a widely diversified company that includes trucks, marine power plants and interests in food, oil, construction equipment and aircraft engines.

Cars still account for about half of Volvo's income, however, and it will sell 110,000 of them in the United States this year. Come fall, there will be the new 780 luxury sedan, and the front-wheel-drive 480 ES will be introduced in 1987 to satisfy younger buyers who want sportier iron.

The big news for 1986, though, is software, not hardware, and Mr. Nicolato was waxing happy about a new program dubbed ON CALL.

"But don't call it a program," he said. "This is a plan. A program has a beginning and end, and this thing is permanent."

The plan, in conjunction with Amoco Motor Club, is designed to take as much of the worry out of automobile ownership as is Swedishly possible. It is both a travel plan and a road service program, and Mr. Nicolato hopes that it will nudge Volvo above its 1 percent share of the new-car market.

"We have seen numerous advances in automotive technology over the past few years - new materials, electronics and the like," he said. "But are world-class styling and state-of-the-art electronics enough when you're out of gas at 2 A.M. in the middle of nowhere? We think not."

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One can quibble with Volvo's assessment of world-class styling, but it is true that any car, no matter how good, can break down or get rear-ended or have a flat tire.

To ease the angst, Volvo now provides a single-call and toll-free number for driver assistance at any hour of the day or night. The plan is free to any buyer of a 1986 Volvo and will be available to the owner of any Volvo, no matter what its year, at a price of about \$70.

"Understand, there is self-interest here," said Mr. Nicolato, mincing no mince. "This thing is going to cost a lot of money, but we think it's worth it. We have always built terrific quality, but automation and government regulation have narrowed the gap. All of today's cars are much closer in terms of quality. So we looked around to see what else we could do."

What Volvo could do, it was decided, was to provide peace of mind to its customers for three years from date of delivery. As the concept developed, Volvo's 600 New Jersey employees were invited to come up with as many horror stories as they could.

"We considered just about every worst-case travel scenario we could think of," Mr. Nicolato said. "And we believe this is the most significant advance in the area of consumer protection since the advent of the new-car warranty."

What the plan offers, specifically, is this:

- \* On-the-spot repair. If that's not possible, free towing to the nearest Volvo dealer or to the tow truck's own garage or, if the owner desires, to any destination up to 10 miles.
- \* If an accident or breakdown occurs 150 miles or more away from home, the plan will reimburse for food, lodging, car rentals, air fares or other transportation costing up to \$500.
- \* If keys are lost or locked in the car, the plan will pay up to \$100 for a locksmith.
- \* Free trip routing and information on the nearest dealers, on lodging and reservations, on airline tickets and car rentals.
- \* Discounts on car rentals.
- \* A \$5,000 reward for information leading to the conviction of anyone stealing the owner's car.
- \* A \$100 cash advance if money is lost or stolen 100 miles or more from home.
- \* Registration of keys so a finder can drop them into a mailbox for return to the owner.

The idea, Mr. Nicolato said, is to make owning a Volvo a hassle-free experience. "We have to deal rationally with car ownership," he said. "I know of no other company that tries harder to produce a perfect automobile, but we can't eliminate the hazards."

Combined with the usual three-year warranty, a corrosion warranty and other guarantees, he said, the company feels it is doing "what is morally and ethically right." If it also nets a lot more sales, that just puts commercial rectitude into the mix.



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## *Volvo Safety, 2011 Style: It Brakes for Walkers*

By JOHN R. QUAIN    NOV. 13, 2009

Rockleigh, N.J.

THIS is only a test, I tell myself.

So I floor the gas pedal, fighting the instinct to hit the brakes, and aim straight at Bob, who is standing directly in front of me here in a North Jersey parking lot.

Before the front bumper of the Volvo I'm driving kneecaps the poor guy, there's a warning beep, a flash of red lights above the dashboard — and in an instant, a lurch, as the car comes to a stop. I never touched the brakes.

Bob, you'll be relieved to know, is a test dummy and my target in the trial run of a new pedestrian-crash-prevention system to be introduced on the redesigned 2011 Volvo S60. The system is the latest development in what promises to be a new generation of safety systems that go beyond simply warning drivers of impending disasters — it actually takes control of the car to prevent them.

In 2008, 4,378 pedestrians were killed, and some 69,000 were injured, in traffic accidents in the United States, according to the National Highway Traffic Safety Administration. That has provided a strong incentive for researchers to explore ideas like warning systems, external air bags and softer crumple zones that might lessen the consequences of cars striking people.

But the possibility of having a car actually stop itself before hitting a person has been mostly in the realm of science fiction.



A disguised Volvo S60 testing the pedestrian crash prevention system in Copenhagen.

The new feature, which Volvo calls the Pedestrian Safety System, identifies pedestrians (and bike riders) in front of a vehicle using a video camera similar to those of lane-departure warning systems. The camera and its

computer controls are from Mobileye, a maker of vision-based safety systems based in the Netherlands.

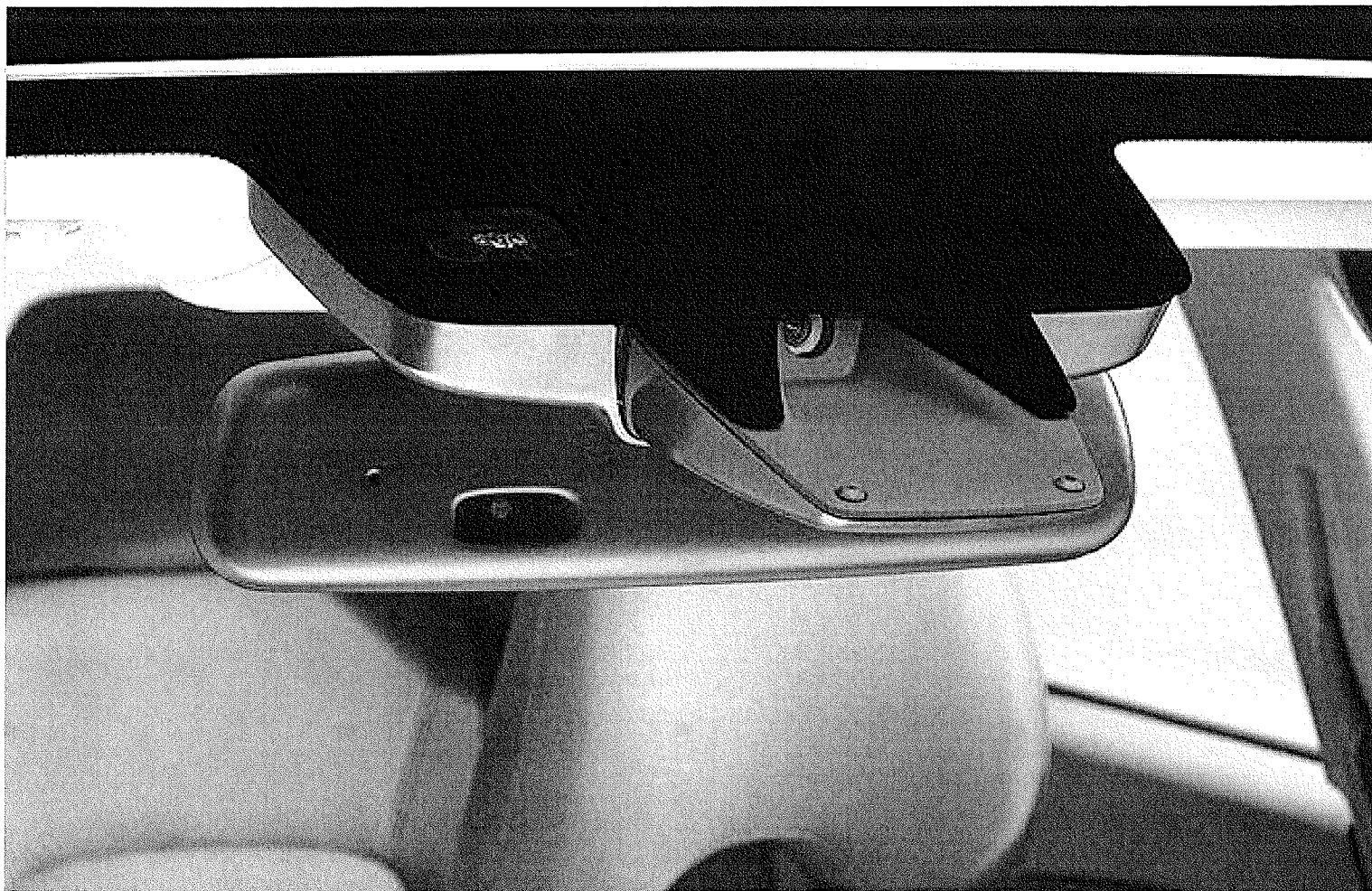
The camera sits at the top edge of the windshield, in front of the rearview mirror. It scans up to 160 feet ahead with a 45-degree-wide viewing angle, enabling it to pick out as many as 64 people. Coupled with a radar unit mounted behind the grille that looks ahead as far as 650 feet (with a 60-degree field of view) and software fine-tuned over 330,000 miles of testing, the system assesses the collision probability based on the direction of the car and expected path of the pedestrians.

“But the camera is no better than the human eye,” said Adam Kopstein, manager of automotive safety and compliance for Volvo North America.

However, the system does have advantages over humans: the software uses sophisticated algorithms to judge whether a person is likely to jump in front of the car, based on the individual’s gait and position. Also, it does not suffer some of the blind spots — like windshield pillars — a driver must contend with.

Furthermore, the reflexes of its computer will best those of an inattentive driver. Indeed, that’s the system’s main function — to avoid pedestrian accidents caused by distractions.

In later attempts to ram Bob with the test vehicle, a specially outfitted Volvo XC60, the car rudely jammed on the brakes, throwing the passengers and myself against our seat belts.



A video camera mounted near the rearview mirror is used to detect pedestrians.

“When it engages it is very harsh,” confirmed Geno Effler, a Volvo spokesman. “And it’s meant to be harsh.”

Volvo says the system can prevent a pedestrian collision at speeds of up to 15.5 miles an hour. That seemed a conservative estimate; as long as I kept the speed below 25 m.p.h., Bob remained unscathed.

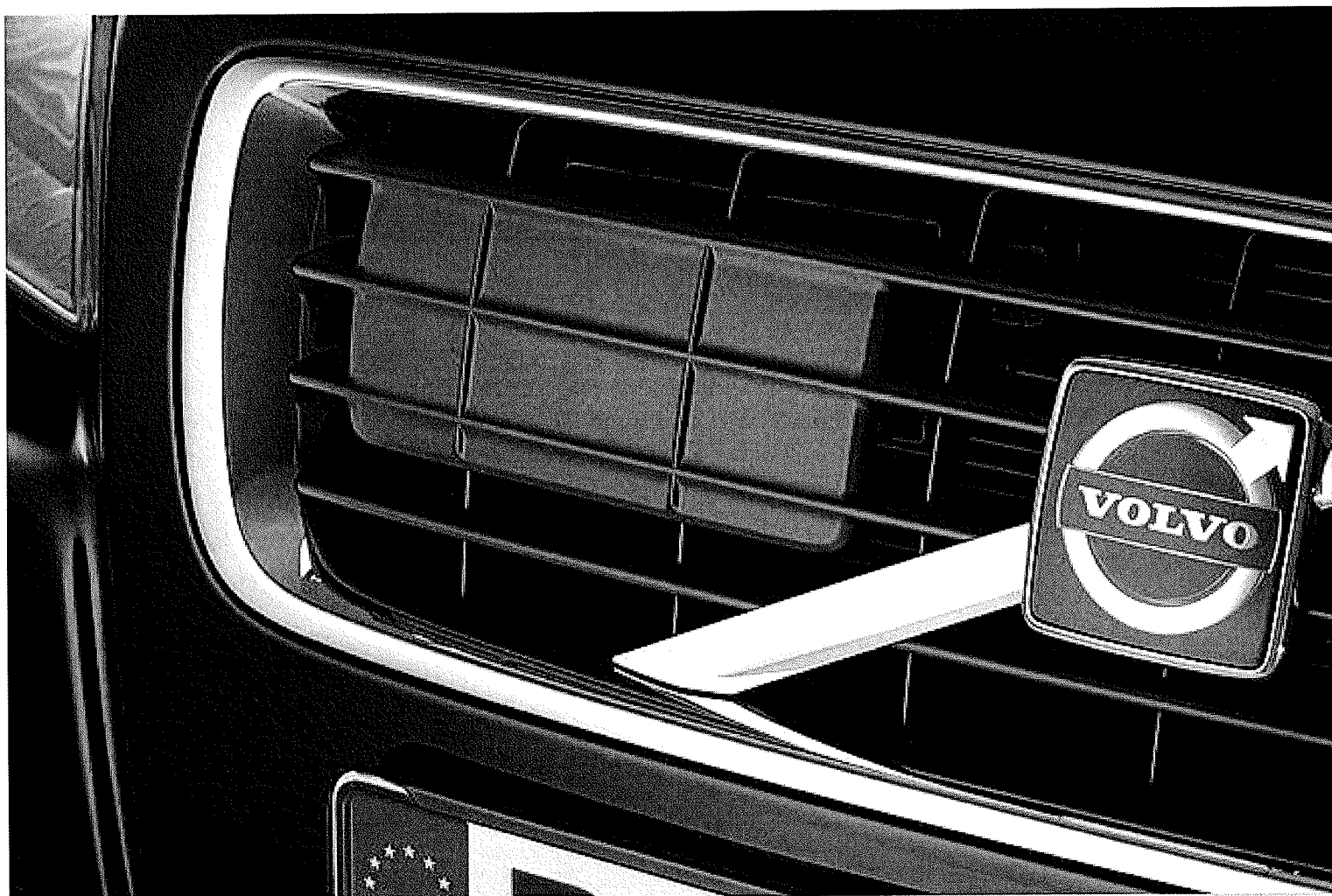
Unlike Volvo’s complementary City Safety system, intended to prevent low-speed fender benders, the pedestrian avoidance system works all the time, even at highway speeds. So I pressed on.

At the highest speed I tried, nearly 35 m.p.h., the car attempted to stop, delivering a much gentler deceleration, but failed to bring the car to a halt before I tapped Bob. This action is known among researchers as accident mitigation; the car can’t defy physics and go from 70 m.p.h. to zero on a dime, but it will slow down to lessen the impact.

For those worried that leaving such emergency situations in the hands of a

computer could prove disastrous, there are ways to override the system. One tester discovered that if the driver steps on the gas to accelerate just as the system begins to stop the car, the automatic braking will release (with the result that Bob ended up flat on his back on the pavement).

A Volvo spokesman explained that the system will also disengage should you swing the steering wheel left and right. Both features are intended to make sure the driver retains control if he is actively trying to avoid an accident — say, preventing a collision with another car while simultaneously swerving around a pedestrian.



A radar unit is mounted behind the grille.

There are limitations, of course. There is no automatic braking when backing up. Drivers in wooded areas worried about wandering deer will be disappointed to learn that the system recognizes only bipeds; engineers are working on animal recognition.



Furthermore, I am concerned that if automatic braking engaged in snowy or icy conditions at high speeds, it could create a situation more dangerous than the one it sought to avoid. (A Volvo spokesman was uncertain whether drivers would be able to deactivate the system in such conditions.)

Recalling Mr. Kopstein's remarks about the camera's limitations, it should be noted that once the sun goes down the system can see only as far as the car's headlights. Unfortunately, according to the safety agency, 70 percent of pedestrian fatalities occur at night.

There are existing systems for such situations, like the night vision available on the BMW 7 Series. That infrared system can detect people in the dark three times farther than your headlights illuminate, according to Autoliv Electronics, the developer of the system. However, the BMW system only warns the driver; it will not brake the vehicle on its own.

Nevertheless, just as lane departure warning and adaptive cruise control systems have become more popular, it is likely that active safety systems similar to Volvo's pedestrian collision avoidance will become common in the future. Mobileye, co-developer of the Volvo system, says it is working with more than a dozen companies, including BMW and General Motors, on similar safety systems.

No doubt there are unforeseen driving situations that will arise when thousands of drivers put these systems to the test in the real world. And our experience revealed that crashes in which drivers mistakenly stomp on the gas rather than the brake would not be prevented by the Volvo system.

"It's not absolute prevention," said Skip Kinford, chief executive of Mobileye. "There will be a learning curve."

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A version of this article appears in print on November 15, 2009, on page AU1 of the New York edition with the headline: Volvo Safety, 2011 Style: It Brakes for Walkers. [Order Reprints](#) [Today's Paper](#) [Subscribe](#)

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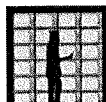
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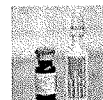
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## A 'Swedish Solution' for Volvo?

By CHRIS V. NICHOLSON DECEMBER 8, 2009 9:16 AM



The **Jakob Consortium** of Sweden is ready to bid on Volvo — but is **Ford** ready to sell it to the group?

The chief executive of Jakob, Peder Fast, told the news agency TT on Tuesday: "We have told Ford we are ready to submit a financed bid for Volvo."

That makes Jakob number three, after the Chinese carmaker **Zhejiang Geely Holding Group**, which is the preferred bidder after offering \$1.8 billion, and **Crown consortium**, an American group led by former Ford executives Michael Dingman and Shamel Rushwin.

Neither Volvo nor Ford had any comment on the announcement by Jakob.

Geely is the only bidder Ford has named in its official communications, although the American automaker has not excluded talks over other offers.

"Negotiations continue intensively," said Tim Burt, a spokesman for Geely, "and we hope all parties can arrive at an agreement as soon as practical."

The Chinese automaker has said it offers a network of dealerships, purchasing power with suppliers and marketing support, all of which could strengthen Volvo's presence in China, one of the few remaining automobile markets to show growth, and help it swing back to profit.

It has also made assurances that the Volvo brand will retain its identity, senior management will remain intact, and the company

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will be able to pursue its existing business strategy.

Last week, Reuters reported that Geely trying to line up \$1 billion in loans from Chinese banks as part of a \$1.8 billion bid. Neither Ford nor Geely would confirm the amount of the offer.

“We’re on a level with the bids rumored to come from the others,” Mr. Fast told TT. Financing, he said, would come from an international group of investors, without providing specifics.

The Jakob effort has been in the works for months.

In September, Soren Gyll, former Volvo chief executive, became chairman of Jakob’s advisory committee.

“I want to see a Swedish solution for Volvo,” he told Dagens Industri, the Swedish financial daily, at the time.

Volvo is the last brand Ford is seeking to sell from a group that once included Aston Martin, Jaguar and Land Rover. It first announced it was in talks with potential bidders nearly a year ago.

— *Chris V. Nicholson*

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**Hank** December 8, 2009 · 10:54 am

Let's get over all the posturing here and see what deal actually gets done. It's a shame that Ford is selling Volvo, which in better times might be a good investment with its brand recognition and reasonable quality cars that appeal to young safety-cum-fashion-seeking families, cool executives with styled hair and aging hippies.

**Lauren** December 8, 2009 · 3:48 pm

I'm a new owner of a Volvo S60 and I've been completely won over and impressed by the brand. I agree with Mr. Gyll in that I'd like to see Volvo under Swedish ownership again. Having Volvo bought out by a Chinese company is just as unnatural as Hummer's sale to a Chinese machine manufacturer!

**Alexis** December 8, 2009 · 9:10 pm

I'm disappointed to see Volvo being sold, but I think it should either go to Crown or Jakob, not Geely. I don't trust that Geely will maintain brand identity. This is simply a purchase of Volvo's advanced technology for use in Geely's cars, which are complete pieces of sh\*t. One of their models has a 10% survival rate for passengers in a 40mph crash.

Yeah, I don't want these people touching Volvo.

**John Plunkett** December 9, 2009 · 10:28 am

I'm neither an aging hippie, nor a blow dry trendy. When my spouse insisted five years ago on purchasing an XC-90, I was initially reluctant. Five years, and 93,000 miles later, I'm a believer in the brand; so much so that we bought a C-70 for her two years ago so that I could use the XCV-90. There were a couple of maintenance issues 10,000 miles ago, but they have been resolved.

I'd prefer that the company be able to retain its national identity, and not have its reliability and reputation compromised by a dubious selection of purchaser.

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AUTOMOBILES DESIGN

## Mazda and Volvo Try on New Genes

By PHIL PATTON MARCH 11, 2007



The Volvo XC60 has a "catwalk" from front to rear.

STEVE MATTIN has a problem with old Volvos: there are so many.

"There are millions of boxy ones out there," Volvo's new vice president and director for design grumbled in a recent interview. "We want to move beyond the box."

One might assume that Volvo would view an abundance of old cars on the road as a rolling testament to the virtues for which it is known: durability and a functional design that transcends fashion. But Mr. Mattin wants to recast Volvo's visual cues. "We want to evolve our design DNA," he said.

Design DNA is a label for the basic visual elements that a family of cars has in common — the look of a grille, the angle of a roof, the shape of the taillights. These are what make a Ford look like a Ford or a BMW like a BMW.

Once, the husbandry of design DNA was intuitive, but these days, many

designers are trying to delineate design traits exactly, even scientifically, like mapping genomes. Brands in the Ford family have been especially focused on this effort.

At Lincoln, for instance, seven distinct identity traits — from a split grille to horizontal-strip taillights — have been identified, and four or five must appear on future models. All seven traits can be found on the Lincoln MKR concept sedan unveiled at the Detroit auto show in January.

While Mr. Mattin is aiming for younger buyers and a wider market for Volvo — “We want to pump up the visual volume,” he said — another Ford brand, Mazda, is looking into the future for visual themes. Mazda has developed three hypothetical cars that chart a design direction over the next 13 years. The fact that those cars will never be built is beside the point — they only light the way.

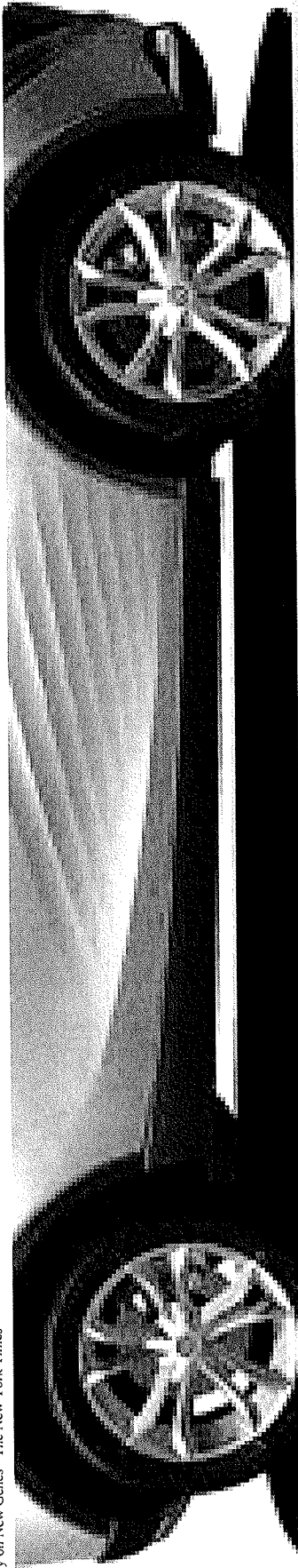
At Volvo, Mr. Mattin isn’t seeking dramatic change. After all, it was his boss, Peter Horbury, the director for North American design at Ford, who outlined Volvo’s existing design cues in his earlier job as design director for Volvo. Rather, Mr. Mattin, who like Mr. Horbury was born and educated in Britain, sees an evolution.

As laid out in the XC60 crossover concept shown in Detroit, Mr. Mattin’s vision of post-boxy Volvos is of more complex and sculptural shapes. He envisions more expressive and, as he puts it, more extroverted cars.









Three design studies, all based on a concept of flow, as in the flow of water or air, are intended to chart a path for Mazda design. From top, the Nagata, Ryuga and Hakaze.

Mr. Horbury began his evolution of the Volvo look by the giving the cars a pronounced shoulder, or catwalk. The catwalk is both an echo of 1950s Volvos and a way of softening the high, solid sides of the boxy Volvos that followed, whose sheer bulk and slab sides implied safety. Mr. Horbury gave the sides a high shoulder, rounding off the box in a way that still looked solid, though less utilitarian.

Now Mr. Mattin has angled the catwalk and reshaped the box as two wedges — a greenhouse atop a body — with sculptured sides. Mr. Mattin and his designers — Steve Potter is credited for the exterior, Justin Scully for the interior — accentuated the catwalk and other elements. Solidity, once represented by upright slab sides, is now signaled by expressive scoops into the body, with a depth implying thickness. “I want the cars to be recognizable as Volvos from twice as far away,” Mr. Mattin said.

To pump up the visual volume even at night, Mr. Mattin placed small lights beside the grille so the shape is visible in the dark; he also accentuated the lighting of the arched rear end.

Mr. Mattin, who spent his previous career at Mercedes-Benz in Germany, where he designed models like the small A-Class and the R-Class wagon, is highly aware of the way light changes in Sweden, with its seasonal variation of long days and long nights. He wants Volvos to have big windows that bring in light, and bodies instantly recognizable as Volvos during the long nights.

On the grille, with its diagonal slash of chrome, the logo that Volvo calls the iron sign is larger. For those who dozed through chemistry class, the ancient sign for the element iron is a circle and arrow. In biology, the symbol stands for male (though in American suburbs, Volvos have an image of being driven by women).

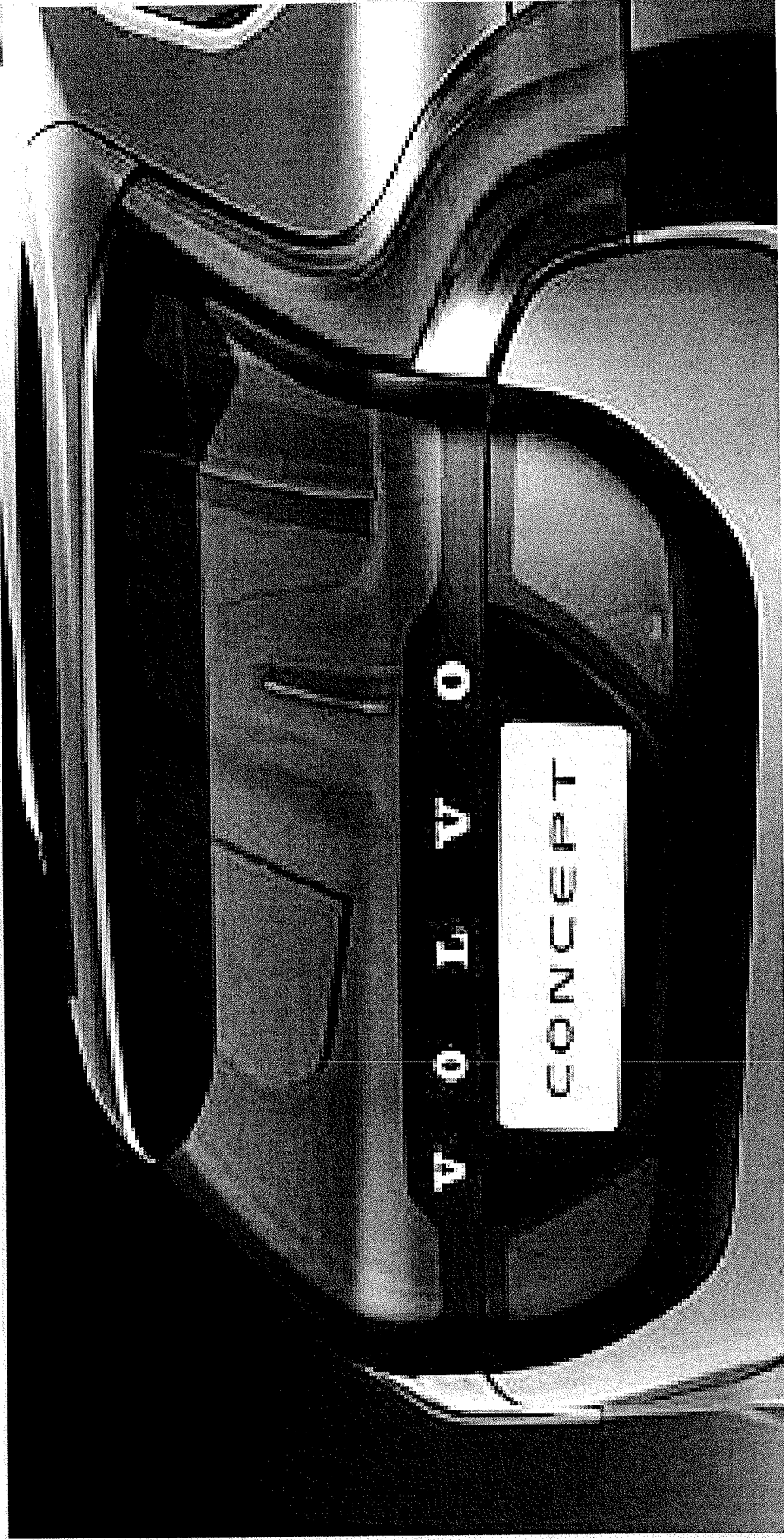
The XC60’s upright rear window is a new cue for Volvo, expanding on the similar one on the new C30 (and the P1800 of Volvo’s sportier past).

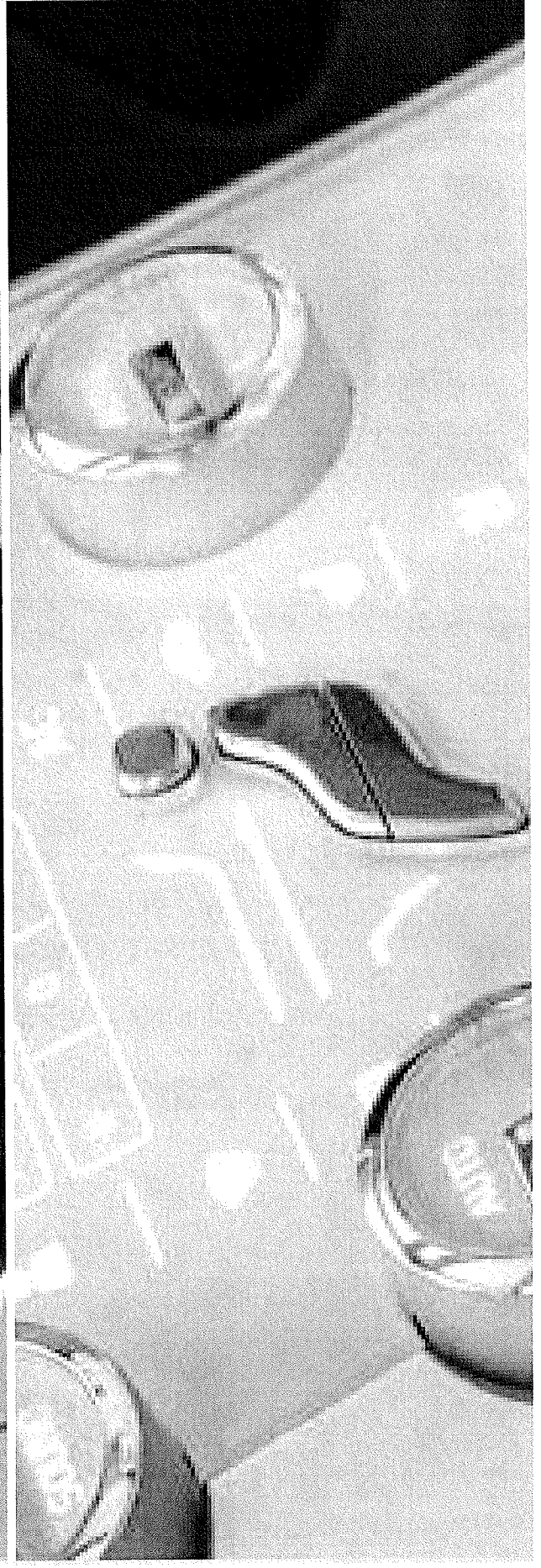


Beneath the broad glass, Volvo is spelled out in huge, widely spaced letters, a virtual banner for brand identification — turning the design language back into written language. The same big letters also show up on the new V70 wagon introduced last week in Geneva.

Inside, Mr. Mattin retains the floating console that has already become a Volvo trademark. He has also kept flatworm man, — the cartoonlike body outline used for the controls that aim heated or cooled air. The whimsical shape is now a certified member of the Volvo household.

While Volvo's design language still speaks with Swedish clarity, Mazda's suggests a Japanese poetry so high-flown that it must be translated.







The deep back window recalls old Volvo sports cars, and small lights delineate the grille. Bottom, flatworm man directs air flow.

Mazda may already have the most visually consistent line of cars on the road, from the crisp Mazda 3 hatchback to the more flowing CX-9 crossover utility wagon. But because Mazda has so successfully telegraphed energy and sportiness in every model, it has to look further ahead for a future visual theme.

While trying to preserve the brand's zoom-zoom image under a new global design director, Laurens van den Aker, Mazda is pushing toward a more distant horizon than most competitors: a theme set in the year 2020. Mazda's effort is called flow motion, a rippling, wavy effect that Mr. van den Aker calls "a new surface language."

The visual oratory leaps forward in time, then backward. The flow theme was announced in the Nagare concept, shown in Los Angeles last fall as a just-pretend model for the year 2020. Mazda followed up that car with the Ryuga, introduced in Detroit in January, which was presented as a car that would fit about a decade into the future. Last week in Geneva, Mazda showed the third concept in this trilogy, the Hakaze, a compact crossover that could theoretically be on the road in a few years.

Flow motion is so high-concept that Franz von Holzhausen, the head of Mazda's North American studio in Irvine, Calif., calls it "a concept of a concept." It builds on Mazda sportiness but goes further, he said.

"Nagare is the Japanese word for flow," Mr. Von Holzhausen said. "The concept is all about the emotion of motion. It is inspired by the movement of nature's elements" — waves and lava, grasses and sand dunes.

The name of the second car, Ryuga, translates as "elegant flow." Its inspirations included the raked gravel gardens in Japan.

"Ryuga celebrates refined and controlled motion," Mr. van den Aker said. Ryuga represented a refinement of the flow idea that brings the abstractions of Nagare closer toward reality, he said, like a picture coming into focus. The spokes of the Ryuga's wheels twist as if shaped by torque.

Their edges are accented with red body color, an idea inspired by the flow of lava.

"We want a feeling of dynamic flow across the surface even when it is still," Mr. von Holzhausen said. Flow motion is not simply a new version of streamlining. Mr. von Holzhausen said the designers did not seek to model the flow of air around a vehicle, but to express the motions in nature.

"We began by studying motion and the effect it has on natural surroundings," he said. "It could come from the ribs of a body or the ripples in sand dunes."

A version of this article appears in print on , on page A10 of the New York edition with the headline: Mazda and Volvo Try On New Genes. Order Reprints | Today's Paper | Subscribe

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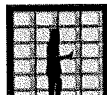
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## Ford Announces Volvo Progress With Geely

By DEALBOOK DECEMBER 23, 2009 5:43 AM



**Ford Motor** said Wednesday that it and **Zhejiang Geely Holding Group** had settled “all substantive commercial terms” on a sale of Volvo, clearing the way for the Chinese automaker to purchase the Swedish business early next year, David Jolly writes in The New York Times.

The Ford said that while final documentation, financing and government approvals remain to be completed, “**Ford** and Geely anticipate that a definitive sale agreement will be signed in the first quarter of 2010, with closing of the sale likely to occur in the second quarter 2010, subject to appropriate regulatory approvals.”

Ford did not disclose a price for the sale. Ford paid \$6 billion in 1999 to buy Volvo; unconfirmed reports have said that Zhejiang Geely could pay \$2 billion for the unit in the currently depressed market for automakers.

Geely, based in Hangzhou, is the biggest private automaker in China. A Volvo deal would mark one of the biggest moves yet by a Chinese car company in Europe or the United States. On Dec. 15, Beijing Automotive Industry Holding said it would buy carmaking technology for **Saab** cars from **General Motors**.

The announcement by Ford could ease the Chinese company’s efforts to finance the deal. Ford said in October that it had chosen Geely as the preferred bidder for Volvo.

A sale “would ensure Volvo has the resources, including the capital investment, necessary to further strengthen the business and build its global franchise,” Ford said, while enabling the Detroit

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Three Russian Tycoons  
to Create Joint Venture

**Studs Tercel** December 23, 2009 · 11:58 am

It is interesting that American companies are going to China with less resistance than comparable deals involving Russian takeovers.

The Opel deal with Magna and the Russian car company, Gaz and heavily financed by Russian Sberbank and now the recent rejection of the SAAB deal financed by Russian Convers Bank have the Russians batting 0 for 2 in just the just the last quarter.

In the same time, there is a rush to deals and ownership changes to the Chinese including Volvo, Saab, Hummer, and selling half of GM India to Shanghai Auto.

I think it has to deal with deal capitalization, reputation, integrity and business practices. These deals just foreshadow more future Chinese ownership or collaboration with American business in automotive and just as many other sectors.

Business deals follow the money.

**Karen** December 24, 2009 · 10:02 am

It is very obvious that Ford will destroy the Volvo brand. Everyone in our families has been driving Volvo for many years because of its safety and udrability. Now we plan to sell all Volvo cars and won't buy any more in the future because we could not trust and put our life safety on the company from a country who are well know for producing toxivc milks, toxic pet foods, toxic drywall, toxic clothing, and many others toxic products.

Karen from Seattle

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Liftgate is more sporty than practical.

A SENATE investigation is in order. Alert Stephen Colbert, and have him put Volvo on notice: paint it any color you like, but the C30 looks like a pinko plot by those socialist Swedes. In fact, it's downright un-American.

Volvo may be owned by Ford, the pickup king whose Harley-Davidson and King Ranch editions couldn't make their U.S.-of-A. allusions any more clear. But this C30 hatchback isn't a truck, or even a made-for-Vermont Volvo wagon. Instead, what we have here is a sneaky-fast Euro hatchback, as sleek and modern as a Stockholm cafe, the kind of car that Americans

have made perfectly clear they don't want.

Or do they?

While the history of small hatchbacks in the United States is dwarfed by some literally longer chapters — the Tailfin, the Guzzler, the Mighty Hummer — the rest of the world caught on a long time ago. Small, zippy hatchbacks can not only be good for you, they can be good.

Here, finally, the coinciding spikes in Mini sales and gasoline prices have created an opening for the kind of fun, fashionable small cars that Europe (and Asia) rarely bothered to send our way. One of those no-shows is the Europe-only Ford Focus that shares its platform with this Volvo; Ford has decided that the European Focus is too expensive and sophisticated for us American rubes, even in small numbers. (We will soon get a rehash of the same old American-spec Focus instead.)

That leaves us with the two-door Volvo and with the terrific four-door Mazda 3 hatchback that is built on the same architecture.

The C30 is a sprightly, shapely little wedge that drew more unbidden public praise than any Volvo I've driven in years. Its most striking design cue — a daring all-glass hatch framed by a chunky tail — was widely admired when shown on the Safety Concept Car that Volvo unwrapped in 2001. The design also makes a nod to the 1800 ES wagon of the early 1970s.

Below its skin, the Volvo is essentially an S40 sedan with 8.5 inches and 300 pounds shorn from its rear end. That leaves a car roughly the size of a competing Volkswagen GTI or Audi A3, but nearly 10 inches shorter than a Mazda 3.

Keeping things software-simple, Volvo offers 1.0 and 2.0 versions, starting at \$23,445 and \$26,445, respectively. Both models get the S40's 5-cylinder, 2.5-liter turbocharged engine with 227 horsepower and a buff 237 pound-feet of torque.

That engine delivers the muted drone typical of five-cylinder power plants — it could use a decongestant — but it is plenty strong. Get it wrong with the throttle, and the C30 smokes its poor front tires throughout first gear. Get it right, and the little Swede runs like a huge headed downhill, hitting 60 miles an hour in 6.6 seconds with the five-speed automatic transmission, 6.2 seconds with the five-speed manual. And its turbo torque keeps things moving well into triple-digit territory.

Torque steer, a condition in which burly front-drive cars struggle to point straight ahead under hard acceleration, is especially well controlled. Fuel economy is acceptable for this class at 19 m.p.g. in town and 27 on the highway.

Naturally, Volvo works overtime on safety, and it drops its best abbreviations on the C30: there is the SIPS side-impact airbag protection system, the WHIPS whiplash-protection seats, the optional BLIS blind-spot monitor. In a 35 m.p.h. rear-end crash, the rear head restraints are designed to block intruding objects while the body diverts crash energy downward, away from the passengers.

On rolling, wooded two-lane roads in the Sterling Forest area north of New York City, the C30 proved to be the rare Volvo with more than safety and citizenship on its mind. The car hung in nicely on turns, with an elastic, eager feel similar to the S40's.





Volvo C30 is based on the larger S40 sedan.

Especially with the softer suspension of the 1.0, the Volvo isn't as aggressively tuned as boy racer cars like the Volkswagen GTI or Mazdaspeed 3, but it's not playing their game. Instead, the C30 picks a spot between edgy and easygoing, including a ride that's quieter and smoother than many of its rivals.

Brakes, at least on my test car, seemed to be the squishy Achilles' heel, with average power and a pedal that began sinking near the floor during robust use.

The long coupe doors swing out extra-wide, requiring attention to avoiding whacking cars or fire hydrants. Step inside, and the C30 has the airy, modern-furniture feel of recent Volvos, including the curving waterfall panel that forms the center of the instrument panel. Also familiar are the excellent form-fitting seats and controls so simple and ergonomically correct they almost seem old-fashioned. Visibility is another strong point, with an enormous expanse of windshield and slim roof pillars.

With two distinct buckets, the back seat is tighter than some competitors that offer seating for five in a pinch. And while that hatch is distinctively stylish, the form hinders the function: with no metal frame, the glass panel is commendably light, but the opening is notably smaller than those of other hatchbacks. Forget about squeezing that flat-panel TV box inside. With seats folded or erect, the downsloping roof impinges on cargo capacity; a Kia Spectra's hatch seems as big as an S.U.V.'s in comparison.

If the hatch is somewhat stingy, so is the basic interior: It fairly rattles its bare bones, urging you to flesh it out with options.

My 1.0 version had a reasonable price of \$25,170, but with a \$1,250 automatic transmission and lovely blue metallic paint (\$475) as the only options. (Version 2.0 adds a firmer suspension, sporty body trim, 18-inch wheels, larger exhaust outlets and a 650-watt audio system).

But even a quick scan of my surroundings revealed M.I.A. items like leather upholstery, heated and powered seats; a navigation system, Xenon headlamps, sunroof, cruise control, satellite radio, rain-sensing wipers and trip computer.

All that, and much more, is available for a price. Some are part of the Custom Build program that charges a \$300 entry fee for the pleasure of spending even more on options, including 17 exterior and 12 interior colors.

Some of this becomes annoying. From a tactile and aesthetic standpoint, the standard steering wheel seems straight from the Volvo mom catalog. But why should you have to pay \$450 extra (\$300 to join the Custom Build

club, \$150 for the wheel) for a sporty wheel in a sporty car?

Pour on the luxury sauce, and the C30 can shoot past \$30,000 and even \$35,000. To be fair, though, the Audi A3 has a similar high-flying price structure.

So while it's easy to poke fun at Americans' Conestoga-size tastes, cars like the C30 and A3 do cost a lot relative to their size. When a small hatchback passes the \$30,000 mark, it's hard to avoid noticing a number of roomier, more powerful cars that cost the same or less — from a loaded 268-horsepower Honda Accord to a Mustang GT with a V-8.

But the true small-car believer thumbs his nose at these beasts, or would if he could lift his elbow: usually wedged against the door. Count me among them: I've willingly paid a premium for several hot hatchbacks over the years.

Will America learn to love small-but-posh cars like the C30, or remain small-minded? Time, and the price of gasoline, will tell.

**INSIDE TRACK:** A little bit of skol.

A version of this article appears in print on page C01 of the New York edition with the headline: A Hatchback Plot Is Hatched. Order Reprints | Today's Paper | Subscribe

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MEDIA

## Volvo Chooses a Two-Agency Creative Team

By STUART ELLIOTT APRIL 24, 2007

The Volvo division of the Ford Motor Company today chose a team of two agencies to handle its worldwide creative account. The agencies, Arnold Worldwide and Nitro, will share an assignment with spending estimated at \$150 million to \$200 million.

Arnold, from its Boston headquarters, will take the lead in developing strategy and creative ideas. Nitro, from its London office, will focus on campaigns for most of Europe.

The first ads from Arnold and Nitro will help Volvo introduce two major models, the V70 station wagon and the XC70 crossover. They are due in the summer and fall.

Arnold, part of the Arnold Worldwide Partners unit of Havas, is returning to the automotive category after almost two years. The agency lost its Volkswagen of America creative account in September 2005 to Crispin Porter & Bogusky in Miami, part of MDC Partners.

"To be back in cars is great," Fran Kelly, chief executive at Arnold, said today.

Volvo is the first automotive client for Nitro, a fast-growing independent agency that works for marketers like ConAgra, Mars and Unilever.

A review for the Volvo account, which began in December, included the creative incumbent, Euro RSCG Worldwide in New York, also part of Havas. Euro RSCG had been the principal Volvo global creative agency since 1991.

Euro RSCG was eliminated from the review in late March, along with 180 in Amsterdam, majority owned by the Omnicom Group.

The final round of the review pitted the team of Arnold and Nitro against an agency with automotive experience, Fallon Worldwide in Minneapolis, part of the Publicis Groupe. Fallon was the creative agency for BMW in North America until 2005, when it resigned the assignment as a review began. GSD&M in Austin, Tex., part of Omnicom, now handles BMW.

The campaigns that Arnold and Nitro will create will appear in big Volvo markets like North America and much of Europe. Other regions of the world can adapt the ads for their local needs.

Euro RSCG will continue creating ads for Volvo in the Asia-Pacific market, but that assignment is expected to be placed in review in several months. Nitro, which was founded in Shanghai in 2002, has considerable experience in the Asia-Pacific region.

Euro RSCG 4D, a sibling agency of Euro RSCG, continues to handle the creative assignment for Volvo's interactive advertising.

Arnold had also been taking part in another review for the creative account of an automaker, Hyundai Motor America. That assignment, with spending estimated at \$600 million, was awarded last week to Goodby, Silverstein & Partners in San Francisco, part of Omnicom.

Separate groups of employees worked on the Volvo and Hyundai pitches, Mr. Kelly said, adding, "The Volvo client had our commitment that the personnel on Volvo were all focused on Volvo."

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## White-Volvo Pact


AP

Published: June 12, 1981

**DETROIT, June 11**— The American Truck Dealers, a division of the National Automobile Dealers Association, said that it had asked Volvo, the Swedish auto maker, to extend a new sales agreement to all dealers for the White Motor Corporation before the sale of White to Volvo was approved by the United States Bankruptcy Court in Cleveland. Volvo has agreed to buy nearly all of White's truck manufacturing assets for about \$75 million.

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SPORTS OF THE TIMES

# SPORTS OF THE TIMES; McEnroe Speaks Out Again

By Peter Alfano  
Published: August 8, 1986

**STRATTON MOUNTAIN, Vt.—** If he were in search of answers, then the six-month sabbatical John McEnroe took from tennis only served to raise more questions. He has returned feeling like a boxer, he said, facing a barrage of punches in the first round, each one a blur. And just like always, McEnroe doesn't choose to duck.

He may be the most compelling personality in sports today, especially given the international scope of tennis. Beyond the borders of the United States, people such as Dwight Gooden, George Steinbrenner and Larry Bird raise few eyebrows. Not many athletes have the impact on their sport that McEnroe does, incite the passions and are willing to speak their mind even though convinced they will most likely be misquoted or misunderstood.

McEnroe returned to competitive tennis today and his first-round victory over Marko Ostoja of Yugoslavia, 7-5, 6-3, in the Volvo International tournament will be forgotten long before the last word is written about his postmatch interview, a sometimes rambling discourse that lasted approximately 70 minutes. It was as if McEnroe has been storing opinions like nuts, bursting to make his feelings known. He sees himself as a renegade voice of tennis, the one the establishment wishes could be silenced as easily as turning off the radio.

And McEnroe warned that he may be the last of a breed. "No other athlete in any other sport has to deal with what I do," McEnroe said. "What I stand for has nothing to do with tennis any more. It's mind-boggling that I have the image I have.

"Players aren't expressing their personalities because they're saying, 'We don't want to go through what this guy has.' Pretty soon, you're going to see robots out there."

McEnroe said he needed the time off to steer a new course in his life, away from the negativism that dominated his thoughts. Becoming a father put tennis in its place. It made him feel good about himself for the first time in a long while.

"I was resentful of the press and the tennis establishment and going in a negative direction," McEnroe said. "It was great to be away and wait for something as beautiful as a baby. I realized life is too short to waste it on the stuff I was."

But how much can McEnroe be expected to change? He is 27 years old, capable of mellowing, perhaps, but certainly not about to become the quintessential laid-back Californian. He is still more like a New York cab driver, with an opinion about

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everything. There was more fire in McEnroe's words today than there was in his tennis, which looked uninspired. He has always been a perfectionist, demanding it of himself and everyone around him. He is equally intolerant of a botched volley, a missed call by a linesman, ill-mannered behavior from the fans and a quote taken out of context by a reporter. Six months have not likely changed any of that.

It may be that McEnroe has returned, in part, because he is not convinced that a perfect tennis world does not exist after all. That is part of an athlete's ego, to succeed where others failed. "It's more important for me to be happy than No. 1," he said. "But why can't it be both?"

He was disappointed in his play, he said, but convinced the rough edges will be honed after a couple of months on the tour. What depresses him more is the continued scrutiny he receives from the news media, including the photographers he thinks are no better than peeping toms, hiding in the bushes, peering into his private life. The spotlight stops at his front door, he said, no matter how much money he makes or what he does for a living.

How ironic that Ivan Lendl, a player greeted mostly by indifference from fans, lives in a fortress guarded by attack dogs in Greenwich, Conn., while McEnroe has no such barriers in front of his homes on the East and West Coasts. McEnroe may need the public forum more than he admits.

But he was hoping he and the media could start fresh this time, letting bygones be bygones. And it is the news media, he said, that perpetuates the image he has with fans, although when pressed, he admitted that his behavior has not always been exemplary.

McEnroe was upset that newspapers carried accounts of his run-in Monday with a British photographer who makes a living hounding McEnroe and his wife, Tatum O'Neal. He was hoping the incident - he whacked a tennis ball at the photographer - would be overlooked.

"The society we live in is so negative and maybe I've dwelled on the negative too," McEnroe said. "But now, they'll do anything to try to sell newspapers. I think people who love tennis should look at this more carefully before criticizing one of the greatest players who ever played. If they come to see me throw a racquet, I want them to leave saying, 'God, can he play tennis.'"

"I don't even now how I did it before," he added. "I'm amazed at what I accomplished. I just went along playing in a fog. I can't do that anymore and that will make this more difficult. But what that incident with the photographer showed is that people won't welcome me back with open arms - I'll have to make them open their arms."

The reception he received from the crowd of 8,925 at Stratton Mountain today indicated that most fans are not automatically against him. He waved when he entered the stadium and drew a laugh when he raised his arms after finally hitting a volley winner against Ostoja, a last-minute substitute for Brian Teacher, who withdrew because of an injured back.

He served well, making eight aces, and it may have been the difference in avoiding defeat. His reactions were slow, however, and his groundstrokes downright poor. There is much work to do and maybe a few defeats to endure before he is playing as well as he can at this stage of his career.

Chances are, he will not be No. 1 again. But McEnroe has enough natural ability to be in the top five and win a Grand Slam event. "I took pride in being No. 1 without working hard and now I want to show I can work hard too," he said. "I came back to win



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tournaments, not to make the quarters or semis. I'm very tight right now, but I'm only 27 and I've got a lot to prove."

Photo of John McEnroe (AP)

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By **Jon Goldstein**

Special to SunSpot

JULY 1, 2002

**F**arr Yacht Design dominates major sailing races the way the Yankees grip baseball championships: virtually totally. Stephen A. Morris, the firm's vice president, recently discussed its winning streak in the Whitbread/Volvo Ocean Race, sailing economics and how Farr Yacht plans to conquer the Americas Cup with Larry Ellison.

**How many of the Volvo Ocean Race boats in the last race were your designs?**

In the last race, there were eight boats sailing around the world -- and we designed six. It was a pretty big event for us. This is something that's been a popular part of our work for a number of years. One of our boats has won [that] race for the past five races, since 1985. In the previous race, there were eight boats -- of which seven were ours.

**Have you already begun work on the boats for the next race four years from now?**

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Yeah. There's still a lot of discussion going on about what the next race is going to be. Volvo has taken over this race from Whitbread. The 2001 race was purely Volvo. Now, they want to take it to the next level. They certainly want to get more boats in the race. We are having discussions with them about various ways to achieve getting more entrants on the start line.

**I imagine price must be the limiting factor. How much does the "base" Farr design cost?**

To get a whole boat constructed? They end up costing probably around two to two and a half million dollars. We only do the design part of that job. We produce a set of drawings for the clients, and the clients go away and get the boat built.

That's only one part of the whole campaign cost. There are other things -- like buying sails for the boat and employing crew and support teams, the logistics of going around the world to all these different ports with your support staff. It ends up costing a lot of these campaigns somewhere between \$10 and \$15 million to put together the whole race, and some people have even spent more than that.

**Does all of your designing take place in Annapolis?**

Yes.

**How high-tech is that process?**

It varies. Most of our stuff gets done on PCs these days. They are pretty high-end, obviously. We do quite a bit of computational fluid-dynamic analysis, to calculate the flow around the hull and the keel and stuff like that. We contract out some of that work to consultants outside. They use SGI [Silicon Graphics] machines. But most of our in-house stuff is done on PCs.

Everything is computer-designed. Bruce Farr has been designing boats on computers for,

Id say, 15 years now. We use particular computer-aided design (CAD) programs that are designed for doing hull design and other sorts of naval architectural things. We also use a very sophisticated CAD program called Pro Engineer. That allows us to do really neat stuff, like put together a model for a keel and then say we want the bulb on the end to weigh 7,000 kilograms and we want the keel to have two square meters of area.

The program then goes and figures out what the dimensions are that achieve those goals of ours.

**How many employees do you have?**

We have 15 here. This is us. This is the only office.

**You list the Princess of Spain as a client. How much does a Farr design cost? It must be a lot.**

I wouldnt say so, relative to the industry. It depends on how big the boat is. Its sort of like asking what the price of a car is.

**Is there a range?**

Its hard to say. It depends.

**Could it go into the millions of dollars?**

No. Up into the hundreds of thousands maybe. And as low as \$10,000 or something for a small boat.

**You dont just design hard-core racing boats. You do mass production models for companies like Beneteau.**

Yes, and Beneteau and Carol Marine, they are really the mainstay of our company. They produce so many boats. The income that we gain from that allows us the financial security to go and dabble in these more esoteric ends of the sport.

The cycle is completed when your average guy on the street sees our race record and says, "wow, Id like to have a piece of that," and goes and buys a Beneteau. For us, the design philosophy is to make sure that the people who are buying the smaller boats are still buying very good-quality designs that sail well and perform as well as they can.

**Can you give me an idea of Farrs economic size? How much revenue do you generate?**

Were a privately held company, so we keep that private.

**Farr has been designing boats in Annapolis since 1981. Is there any estimate of the number of your boats that are in the water?**

Each design we do gets a unique number. We are currently up to design number 530. But the number of actual boats would be a lot more than that, since you have so many of these production boats, where they built two or three hundred boats. Somebody has estimated somewhere between five and ten thousand boats out there. Its hard to really judge.

**Do you have any idea of Farrs economic impact on the area? I imagine a part of the reason the Whitbread/Volvo has stopped here for the past two races is that these boats were sort of coming home to where they were born.**

Wed like to think so, but Im not sure were that important actually. I think the race coming here was more based on economics for the sponsors rather than the fact that we were here.

Apart from the employment of people, we also use research and testing facilities around here. We do tank testing at a U.S. Naval facility in Carderock on the other side of Maryland. This afternoon, actually, Im off to the wind tunnel at the University of Maryland, where we do keel testing and stuff like that.

There is a contribution to the region because we are here. A lot of the research money that we get for these designs from things like Volvo and Americas Cup tends to get spent around here.

**Are you working on the Americas Cup this afternoon?**

Yes.

**Thats been a tougher nut to crack. You havent won that one yet.**

No. The Americas Cup is a curious thing; it goes on and on. But our role tends to be smaller. The team is so much bigger. A lot of these campaigns end up employing 100, 150 people along the way. Hopefully, were going to do it this time though.

**You're working with billionaire Oracle founder Larry Ellison's bid right?**

Yes. [The race] starts in October in New Zealand.

**It's been estimated that he is dropping between \$10 million and \$20 million on his attempt to win the cup.**

I think it's probably a bit more than that.

**Sailing itself is big business, but do you have an idea of what it is that attracts business titans to sailing?**

I think there's probably a grand sense of adventure. Sailing has always been a romantic thing for people to get involved in. The business of yacht racing is highly competitive, and a lot of these guys also are very competitive. It's a little like corporate life. You put the team together and go out and win something.

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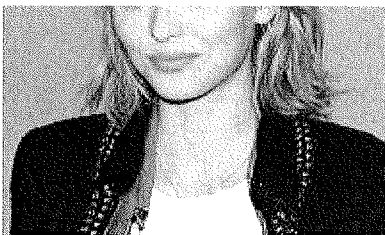
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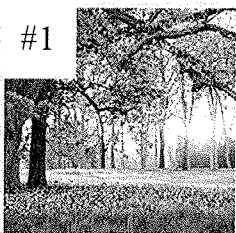
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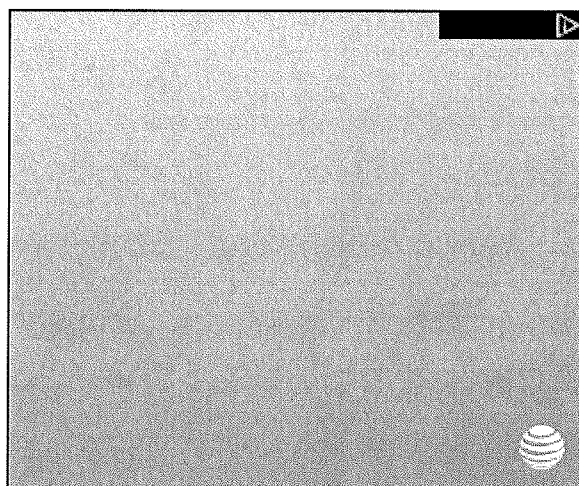
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# Test Drive: 2010 Volvo C70 remains solid, underappreciated

By **Steven Cole Smith**, Orlando Sentinel Automotive Editor

JUNE 9, 2010, 10:57 AM

**I**t's sobering how close Volvo and Saab came to joining Mercury, Pontiac, Saturn, Hummer, Plymouth, Isuzu, Daewoo and Oldsmobile on the lengthening list of recently shuttered brands.

At the last minute, General Motors managed to sell Saab to Spyker, a tiny European sports car manufacturer. And Ford sold Volvo to Geely, China's largest privately owned automaker.

It would have been such a shame to lose the two Swedish automakers, though the long-term future of both is unclear: In Volvo's case, for instance, did Geely buy Volvo to get a ready-made dealer network to sell its own Chinese-built vehicles here? Or do they really plan to allow Volvo to operate with some autonomy, building solid, premium automobiles for an admittedly niche market?



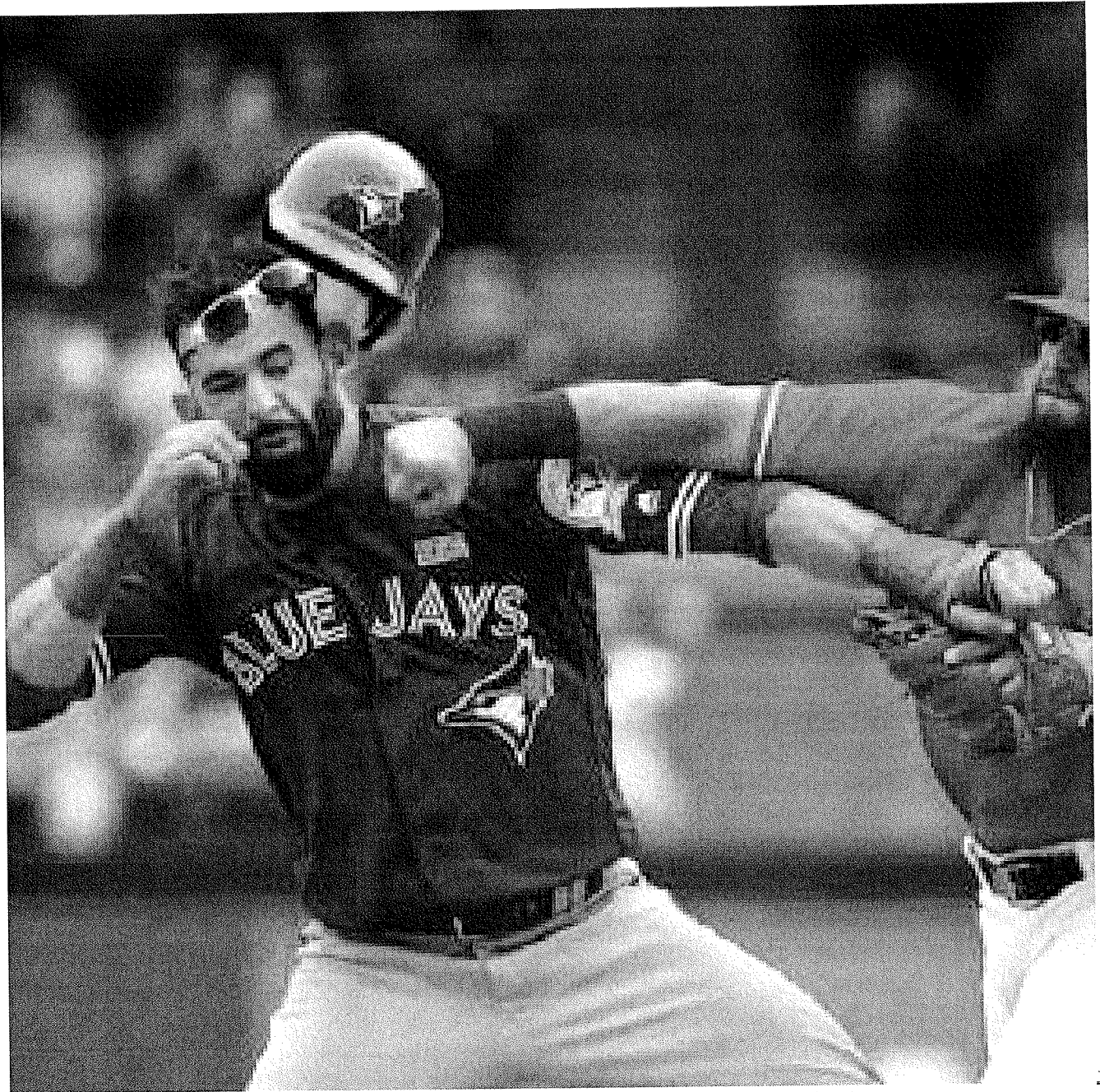
I hope that's the case, as I've seen little evidence that any Chinese manufacturer is ready to do business in the U.S. under its own brand, with its own cars. The best thing Geely can do is watch Volvo and learn. But at some point, you have to think: Sweden is among to most expensive places to build a car, and China is among the cheapest. If I worked at the Volvo plant in, say, Uddevalla, Sweden, where this week's test car was assembled, I'd be worried.

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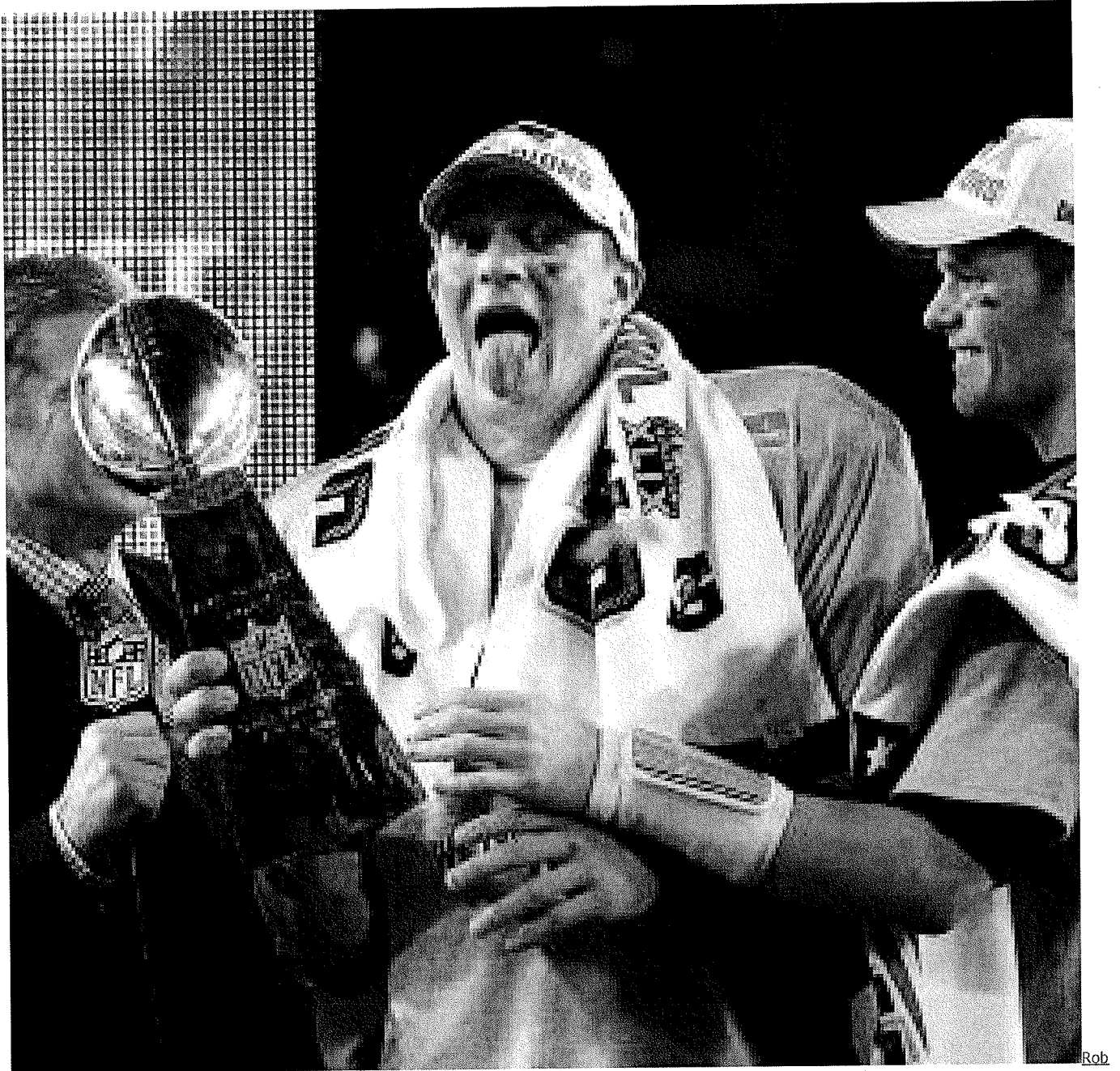
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and P.J. Rose throw out first pitch at Cubs game



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Bautista took a thunderous punch to the face in a massive bench-clearing brawl



Gronkowski had a perfect response to Tom Brady's birthday message

Fortunately, politics and posturing did not affect our 2010 Volvo C70, a car I had not driven in several years, and forgotten how much I like. The C70 is a four-passenger convertible with a retractable hardtop that lowers into the trunk at the touch of a button. Certainly there's something charming about traditional cloth tops, but these retractable hardtops are literally the best of both worlds — the safety and structural integrity of a coupe, and when the weather's right, you get to go topless.

It doesn't hurt that, since the C70 was introduced in 1996, it has been the vehicle that led



Volvo away from the "boxy but good" reputation for industrial-looking styling.

Inside, the C70 is showing its age a bit. Instruments and controls look a little dated, and the optional, smallish navigation system pops up out of the top of the dashboard like an afterthought. Front seats are a little flat, with less adjustment than I like, but they're certainly adequate. Rear seat room will satisfy two short passengers, especially if the front-seat passengers are short, too.

Handling is not quite at sports-car levels, but it's very good, and the ride is smooth and surprisingly quiet with the top up. Trunk space is 12.8 cubic feet with the top up, less than half that with the top stowed.

The 2010 C70 starts at \$39,950, and with options, most of which I could happily do without, the test car listed for \$46,550. There will be some styling updates to the 2011 C70 — no notable mechanical changes — so I would expect a discount off a 2010's sticker.

This is a good car. Volvo in general, the C70 in particular, deserve a future. I hope Geely sees it that way.

SCSmith3@Tribune.com.

## **2010 Volvo C70**

Base price: \$39,950

Price as tested: \$46,550

EPA rating: 19 miles per gallon city driving, 28 mpg highway

Details: Front-engine, front wheel-drive convertible with a turbocharged 2.5-liter, 227-horsepower five-cylinder with a five-speed automatic transmission.

Wheelbase: 103.9 inches

Length: 180.4 inches

Parting shot: Overlooked, underappreciated.

Test drive: Volvo C70 remains solid, underappreciated - Chicago Tribune

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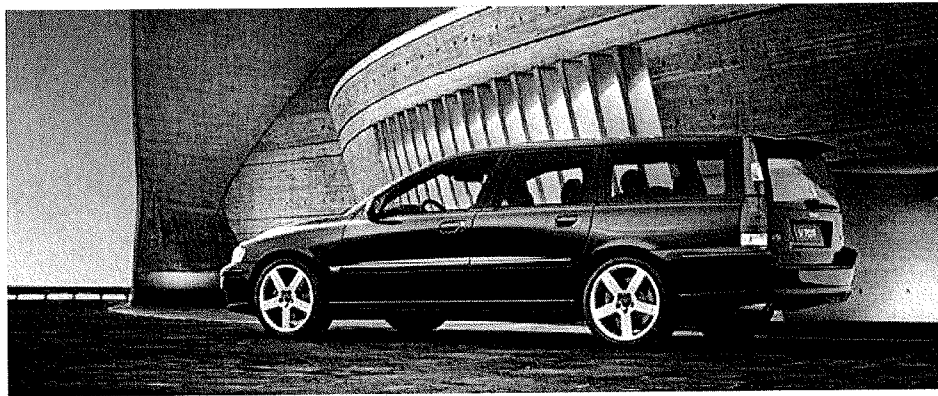
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AROUND THE BLOCK

## 2006 Volvo V70 R: Speed in a Box, From Sweden



A covert way to inject mischievous fun into your driving life while projecting the image of a socially responsible adult.

By EZRA DYER

Published: September 24, 2006

E-MAIL

PRINT

**TESTED:** 2006 [Volvo V70 R](#)**WHAT IS IT?** Sporty all-wheel-drive wagon.

**HOW MUCH?** \$40,240 base. \$45,115 as tested with \$625 Electric Silver Metallic paint; \$600 climate package (heated front seats, rain sensor); \$2,400 premium package (power moonroof, Audio Max radio with Dolby Prologic surround sound and CD changer); \$1,250 automatic transmission.

**WHAT'S UNDER THE HOOD?** 2.5-liter in-line 5-cylinder with turbocharger and twin intercoolers; 6-speed automatic transmission.

**E.P.A. MILEAGE:** 18 m.p.g. city, 25 highway.

ABOUT 10 years ago, I had the notion that I wanted a really fast Volvo. So I went to Portland, Me., to meet Ross Converse, an engineering Dr. Frankenstein who developed a kit to mate Mustang V-8's to the engine bays of humble Volvos. In his driveway was a 960 wagon that looked stock, but had a supercharged 4.9-liter Ford V-8 lurking under the hood.

Though I didn't end up buying a Converse Volvo, I love the idea of inordinately fast Volvo wagons. Wouldn't it be fun to go to the drag strip with a big, dour Swedish wagon (possibly with child seats in back) and dust off the Porsches? I may be demented, but so are the Volvo people responsible for the V70 R.

Ross Converse probably isn't a big fan of Volvo's R cars, because their advent makes his kits redundant. In fact, the V70 R's turbocharged, twin-intercooled in-line 5 makes 300 horsepower — exactly the same output as the V-8 in a Mustang GT. With a six-speed manual transmission, the V70 R runs to 60 m.p.h. in 5.4 seconds.

When I mentioned dusting off Porsches, I wasn't exaggerating — in a straight line, the V70 R will show its taillights to a Boxster, Cayman or any Cayenne without

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turbochargers. Too bad it doesn't make Porsche noises, though at full throttle, the engine sounds like Chewbacca bellowing through Peter Frampton's guitar synthesizer.

That exhaust yowl is one indication that this is a hot-rodded family hauler rather than a purpose-built performance car. Another is the front strut tower brace, which looks as if it were fashioned from a mop handle by the shop class at Stockholm High.

And, in flagrant violation of the Law of Flaunting Your Expensive Italian Brake Components, Volvo chooses to stamp its R logo on the V70's Brembo calipers, rather than show off Brembo's own logo. With apologies to the R brand, that's like sewing a Members Only label onto an Armani jacket.

But these are minor quibbles, really — the V70 R gets the important things right. Its power comes on at low engine speeds and its "instant traction" all-wheel drive always keeps some torque queued up to smother wheelspin before it happens. (The old system needed one-seventh of a wheel revolution to deliver power.)

If, unlike me, you drive at something less than full throttle 90 percent of the time, the V70 R should get decent gas mileage. And, as you'd expect in a Volvo, the safety list includes everything short of ejector seats.

The interior is cavernous and plush enough to please the most demanding yuppie. The dark blue leather is uncommonly soft, so much that I consulted the option sheet to see if it was specific to this car. Sure enough, under "unique V70 R features" is a line for "R full soft leather multicontour seats." Thank you, Volvo, for defying the fast-car convention that says sport seats must wear the hide of a bulletproof yak.

Besides the special seats, the R gets handsome blue watch-face gauges and a button that lets you choose among three settings for suspension firmness. I stuck with the "comfort" setting mostly, but it was nice to know I had the option to be uncomfortable.

While I'm generally a fan of Volvo's distinctively curvaceous styling, I'm also happy that the lineup still includes a box like this. In the finest Volvo tradition, the V70 looks a bit uptight, as if its designer was told "Give it all the right angles," and he heard, "Give it all right angles." But that wonderful squareness is the reason I could schlep home a six-and-a-half-foot-long shelf inside the car, and quickly at that.

If your vehicular needs dictate a big, safe box on wheels, the V70 R represents an excellent, covert way to inject mischievous fun into your driving life while you project the image of a socially responsible adult. EZRA DYER

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## 2007 Volvo C70: Even in Fun, Volvo Plays It Safe

By JEFF SABATINI  
Published: October 8, 2006

THE Ford Motor Company sells exactly five convertibles in the American market, but I'll bet you can only name four of them. The Mustang ragtop is a gimmie, so that's one. Jaguar has been a Ford subsidiary long enough, and the new XK convertible is flashy enough, that you probably got that one, too. Mazda hasn't been taking its marching orders from Dearborn for as long as the chaps in Coventry, though its MX-5 would be the third. The Aston Martin DB9 Volante is the fourth, and if you've seen one of these limited-production exotics in its aluminum flesh, your limbic system will undoubtedly have taken note.

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Volvo drivers are people who, even with the top down, will probably drive with windows up.

## Multimedia

Chart: 4-Seat Retractable Hardtop Convertibles

The forgettable fifth is the Volvo C70, a car you're as unlikely to encounter on the road as the Aston, though you might miss it if you did. A trickle of these retractable hardtop models began arriving from Sweden in April, and just 2,545 had been sold through September. No matter how you analyze the sales figures C70's are scarce and will remain so, since Volvo projects annual United States sales of only 8,000 a year.

I imagine that when Volvo loyalists come to the time in life when the sheer decadence of a sunroof doesn't do the trick, this is the car they will ease into. These are people who, even with the top down, will drive with windows up — and I'm not saying that just because the engineers forgot to put window controls in the back seat.

In the C70, Volvo has wrought the perfect convertible for someone who'd never buy one.

Take a look at the aforementioned corporate cousins. Whether in Midwestern American, in the Queen's English or translated from Japanese, these cars make a similar statement about their owner, one that says, "I'm exciting." This Volvo fairly screams, "I'm scared of my car."

Its interior door panels are festooned with large, stylized badges identifying its inflatable curtain system. From behind the rear headrests two more advertise my nomination for the worst auto acronym ever, ROPS, for "rollover protection system." At least there's no warning on the visor to keep all body parts inside the moving vehicle.

While I fully encourage Volvo to develop and market the safety aspects of its cars, it's hard to let life's worries recede in the open-air breeze when you're reminded of potential disaster every time you climb in. Even if the C70 is a safer convertible by virtue of its pop-up roll bars, whiplash protection system, countless air bags and steel roof, it would

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be nice if it didn't look so much the part. Couldn't Volvo have put all this death prevention in a package that does just a little race with the devil on a Swedish highway?

The styling treatment that works so well on four-door Volvos just doesn't on the C70. The curved beltline crease that runs from nose to tail — rendering the S40 tough and the S60 sexy — leaves the C70 looking like a battleship. An upright grille and a tall stance flesh out the image. (Is it just me or does the C70 have more ground clearance than most compact S.U.V.'s?)

The haunches — ones that only a butcher or a hungry coyote could love — make it look twice its actual size. And this isn't a svelte car to begin with, bearing more than a nominal resemblance to the final Buick Riviera.

Things are much better inside, where nice textures, soft lighting, pleasant colors and smooth edges are all typical of Volvo. I like the interior a lot, and the seats define comfortable, but the newest brand signature is a triumph of form over function: it's the center instrument panel design that first appeared in the S40.

Everyone's initial impression is to ooh and ahh, because the climate and radio controls are on a thin panel that extends downward from the dashboard into the center console. Behind this panel there is a lot of open space and a compartment at the bottom that's about the right size for a cellphone. While this looks neat, the little bin is difficult to reach, certainly less convenient than if the cellphone hole were in front, ahead of the gearshift.

On the open road, the C70 is a decent cruiser, with power coming from Volvo's 2.5-liter turbocharged 5-cylinder engine. This is the same unit that makes the smaller S40 a veritable sport sedan, but the C70's considerable unloaded weight (3,772 pounds) means that 218 horsepower and 236 pound-feet of torque are just enough to outrun most minivans.

But then sporting driving is not what the C70 was made for. Its front-drive platform permits a lot of torque steer — the front wheels tug to the side on heavy acceleration. Combined with a soft suspension and feedback-free steering, this means you will be taking it easy on corners.

The car is comfortable and relatively quiet with the hardtop up. Unless, that is, your C70 has the same asthmatic bird trapped in its air-conditioner system that my test car did. The only surefire solution I could find for this chirping noise deep in the dashboard was to lower the top and let the road and wind noise take over.

Doing so on a warm summer night, cruising around listening to the excellent 12-speaker stereo system, I almost forgot how much I didn't like the car. A quick look at the starting price of \$39,785 (\$41,035 with an automatic transmission) brought me back to reality pretty quick. That's in the same territory as convertibles from BMW, Audi and Saab, and none of those cars are quite as soulless and soporific as the Volvo.

Not to mention that the retractable-hardtop version of the Pontiac G6 — a car only slightly more flawed than the C70 — costs \$10,000 less.

I'm sure the people at Volvo would respond by saying that, priced comparably, a retractable hardtop is a better value than a conventional soft convertible top. To an accountant or an actuary, perhaps. But choosing a convertible for how great it is with the top up seems to miss the point.

Precisely because retractable hardtops are the industry's newest gimmick — there are models from Cadillac, Lexus, Mazda, Pontiac, Mercedes-Benz and Volkswagen — the usual claim from vendors of such cars is that they provide the benefits of a coupe with all

the fun of a convertible. Rarely do you hear them trumpet the additional weight or reduced luggage capacity.

Nor do they mention the original retractable hardtop, the 1957-59 Ford Skyliner, which lasted all of three years. Trust me, this fad will pass.

**INSIDE TRACK:** Is it a coupe or a convertible? Who cares?

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# Escalades, Corvettes among costliest auto thefts

By **Steven Cole Smith**, Tribune Newspapers

SEPTEMBER 7, 2010, 6:19 PM

**I**f you own a Mini Cooper, Toyota Prius or Nissan Murano, breathe easy. A new car-theft insurance survey has found owners of these vehicles are among the least likely to lose a bundle if they're targeted by car thieves.

But if you own a Cadillac Escalade, be afraid.

The Arlington, Va.-based Highway Data Loss Institute, an affiliate of the Insurance Institute for Highway Safety, recently released its list of vehicles that suffer the highest, and the lowest, insurance loss claims due to theft. This isn't necessarily the most-stolen list; it's based on how much insurance companies have to pay out because of theft, of either the whole vehicle or expensive components such as the sound system or airbags.

The Escalade tops the list not just because a lot of the vehicles are stolen, but because they cost a lot, too. The average claim payment is \$11,934, but one out of four is for more than

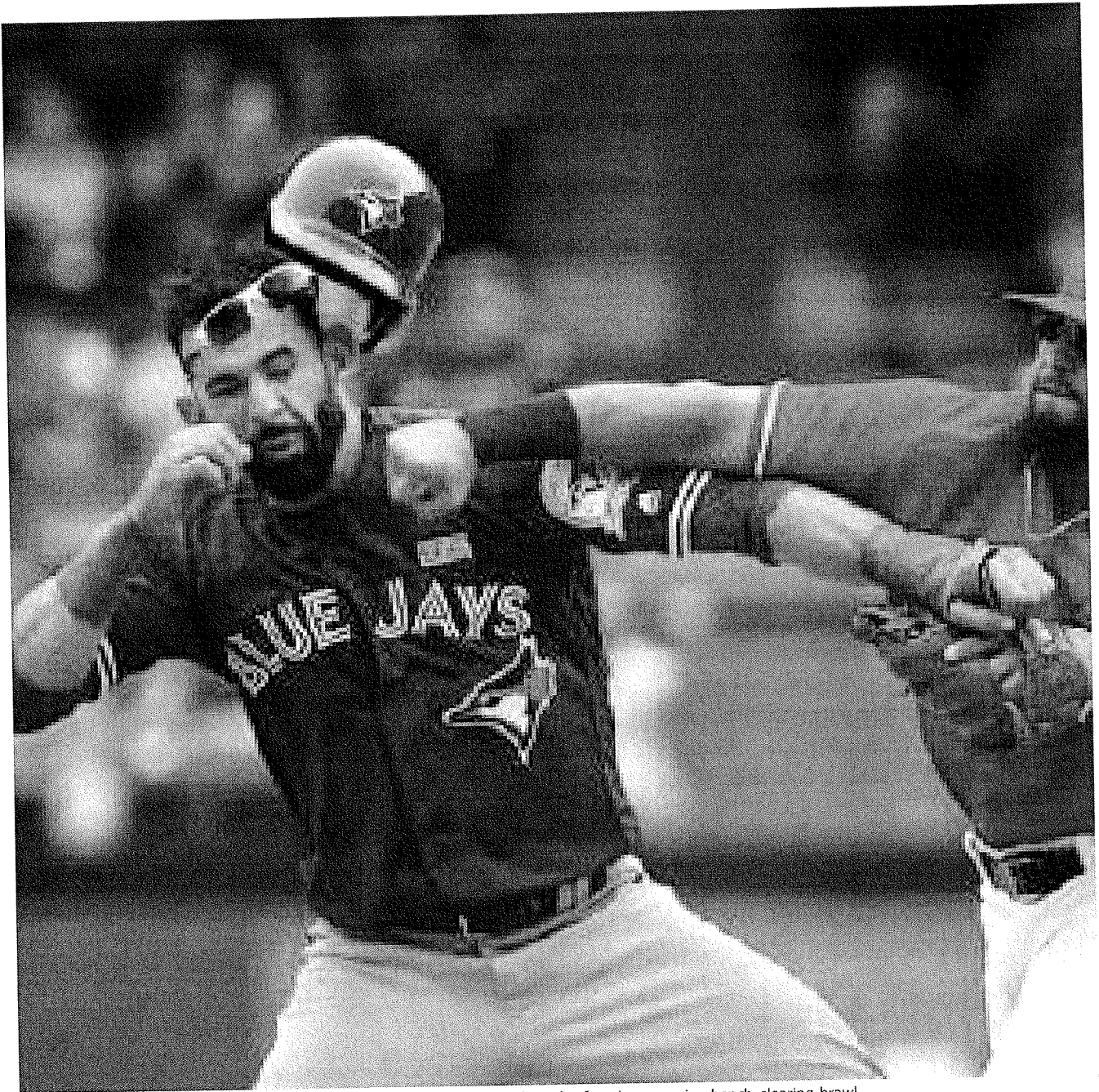
\$40,000, which essentially represents the vehicles that are stolen and never recovered. Suffering the highest per-claim theft payment is the Chevrolet Corvette Z06, with an average paid claim of \$41,229.

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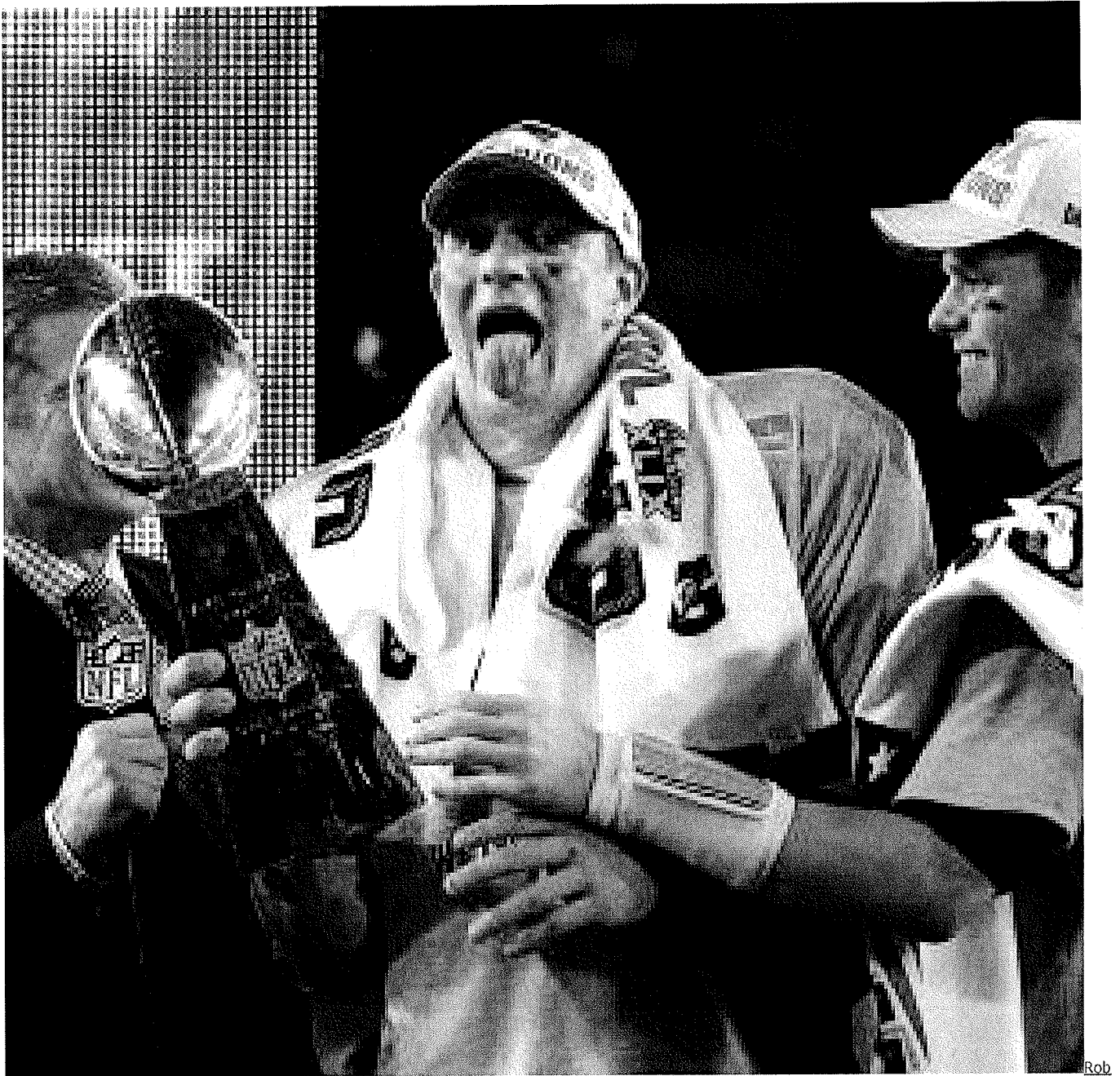
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But aren't the Escalade and Z06 equipped with OnStar and all sorts of theft prevention equipment? "Yes," said Russ Rader, HLDI spokesman. "But these are likely (to be targeted by) professional thieves. GM has put a sophisticated ignition immobilizer on the Escalade, but that doesn't stop a thief from putting the vehicle on a flat-bed truck and hauling it away."

Always popular with thieves are vehicles that have a lot of parts that are interchangeable with other vehicles, such as General Motors trucks and SUVs. The Escalade, the Chevrolet

Avalanche, the GMC Yukon and the Chevrolet Silverado crew cab pickup are all on the HLDI's top-10 list for vehicles with the highest loss rates. Not only are the parts especially marketable, but if a thief learns to steal and dismantle one type of GM truck, that knowledge probably applies to others — steal an Escalade, for instance, and you likely can steal and dismantle a Chevrolet Tahoe or Suburban.

The HLDI also says where you live is as important as where you drive when it comes to being victimized by car thieves.

Six of the 10 metropolitan areas in the U.S. with the worst theft losses are along the border with Mexico, and one is near the border. Topping the list is Laredo, Texas, with 6.7 claims per 1,000 insured vehicles within the model years surveyed, with an average claim of \$15,490. The other three are port cities.

So what can you do to lessen your chances of becoming a victim?

For one thing: Drive something boring. "Sedate family cars and fuel sippers aren't on the hot list," said Kim Hazelbaker, HLDI senior vice president. Near the bottom of the list — and the bottom is a good place — are the Volvo S80, Toyota Sienna all-wheel-drive minivan and Subaru Impreza wagon. "Thieves are after chrome, horsepower and Hemi," said Hazelbaker. The Hemi engine, apparently, is why the Dodge Charger has made the 10-worst list for theft losses.

Also, living in rural areas helps, as the HLDI study found that in metro areas, the insurance claim rate was 3.1 per 1,000 surveyed vehicles, and in "nonmetropolitan" areas, 1.6 claims per 1,000 vehicles.

Otherwise, common sense applies: Park in a well-lit, exposed area; leave nothing of value visible in the vehicle, and always lock your car and take your keys.

Experts stress that professional car thieves will likely get your car if they really want it, but to protect your car from the amateur looking for a joyride or a stereo, you just have to make your car harder to break into or steal than the one next to it. A window partly rolled down may make your car easier to access than the one parked three feet away with all the windows rolled up.

Or if nothing else works, buy a 2008 or 2009 Saturn Vue, which the HLDI says has the lowest theft loss rate of any recent model.



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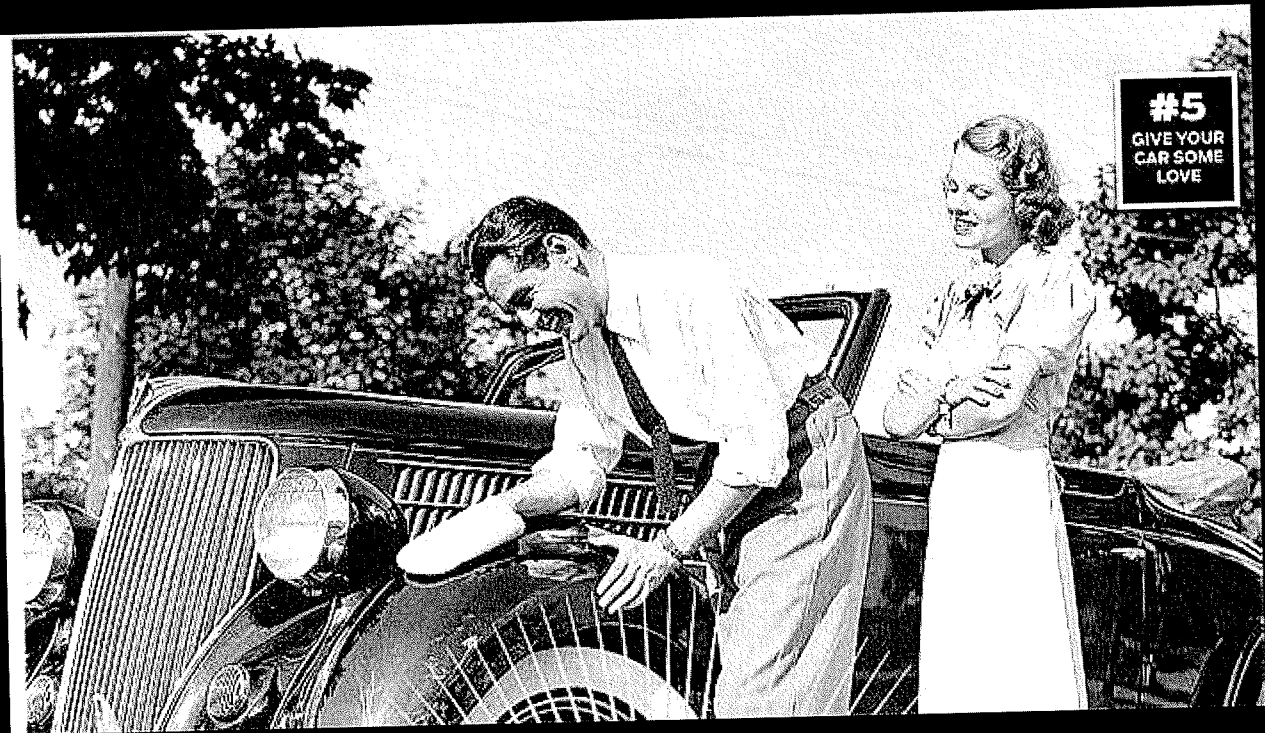
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# 5 ways to extend the life of your car



By Jessica L. Anderson, Kiplinger Consumer News Service

NOVEMBER 5, 2010, 3:43 PM

**I**rv Gordon owns a 1966 Volvo P1800 with more than 2.8 million miles on the odometer. He holds the Guinness World Record for the most miles driven by a single owner in a noncommercial vehicle. The car still has the original engine (although it has been preventatively rebuilt twice), transmission and radio.

The secret to his car's longevity? Gordon has always changed the oil and fluids — and performed other maintenance — according to the recommendations in the owner's manual.

Think about how much you'll save by keeping your current car on the road before you surrender to the lure of a new set of wheels. For example, buy a 2011 Ford Fusion SEL (\$25,380), and in the first year you'll lay out \$7,450 on the down payment and loan payments (assuming you put down 10 percent and get Ford's 2.9 percent financing for five years) — plus taxes, tags and registration fees. And those loan payments go on for another four years.

But if you have a paid-off Fusion that's a few years old, you skip the monthly payments and new-vehicle taxes, and you'll probably pay less in insurance premiums, too. Maintenance and repairs will cost more — but they're likely to average only \$1,000 a year, according to numbers from Vincentric, an automotive research firm.

So how do you keep your car in the pink? Whether you're aiming for a couple more years or a couple hundred thousand miles, the advice is the same.

1. Read the owner's manual. According to CarMD.com, slightly more than half of people who have owned or leased a car follow a regular maintenance program. Stick to the manufacturer's recommendations on oil changes (forget the old 3,000-mile rule and go by your book), as well as other regular maintenance. And getting checkups at regular intervals can help spot problems that could imperil your car's overall health.

But don't be swayed by every service notice from your dealer. Dealerships typically recommend more frequent maintenance than the manual does, says Phil Reed, of Edmunds.com. For example, the book may recommend an automatic-transmission flush, which runs about \$120, at 80,000 miles, but a dealer could recommend it as early as 20,000 miles.

**2.** Use online forums. You want to learn about potential problems before they happen so that you can prevent them — or fix them immediately. Jeff Cuje, of Sag Harbor, N.Y., plans to be buried in his 1986 Mercedes-Benz SL, so he's taking pains to make it last. His best advice is to find an owners' forum online and "get on the wavelength of what the problems are as your car gets older," he says.

Sports cars and classic vehicles have enthusiastic online followings, but you'll also find lots of sites that cover daily drivers. For example, we searched the Internet for "Nissan Altima owners' forum" and "Ford Taurus owners' forum" and got plenty of hits.

**3.** Become friends with your mechanic. Finding a mechanic you can trust is key to keeping up with repairs you need. But even then, don't say yes to every fix. Get a second opinion on anything major if you're unsure about the problem or the cost.

**4.** Don't ignore small problems. Cuje pays close attention not only to his vehicle's noises but also to its warning lights and even cosmetic things, like a piece of rubber trim that's loose. Ignoring a problem only allows it to get worse, he says, and parts for aging vehicles only get harder to find.

Amazon.com is a good place to look for parts. If you're handy, you may be able to do a small repair yourself. Reed spent \$20 for new brake parts and installed them himself — a repair that would have cost \$350 at the dealership.

**5.** Give your car some love. Wash it, wax it and vacuum it. Treat leather surfaces with Armor All, and lubricate plastic and rubber parts. Doing these things protects both the paint and the interior from aging prematurely. Also consider having your car detailed, which typically includes steam cleaning the carpet, shampooing the upholstery, buffing out scratches and sometimes even removing small dents. The cost is usually less than \$300. The better your car looks, the more you'll want to take care of it.

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# Luxury cars shift from unapproachable to intelligently useful



By Mike Hanley, Cars.com

APRIL 26, 2010

**D**on't believe anyone who tells you the luxury-car market is dead. Despite the economy's struggle to get moving again, you only have to visit the New York International Auto Show to know there's plenty happening in this segment.

From SUVs and crossovers to wagons and sedans, the auto show played host to numerous luxury models including the U.S. debut of the redesigned 2011 Porsche Cayenne, 2011 BMW 5 Series and 2011 Volvo S60, which were joined by newcomers like the 2011 Acura

## TSX Sport Wagon and 2011 Lexus CT 200h hybrid.

The features and technology available in these and other luxury models will no doubt drum up interest among people shopping for their first luxury car, but it may well be social considerations that keep current luxury-car owners in the fold.

"It's awfully hard to leave luxury once you're in luxury," said Rebecca Lindland, director of industry research at IHS Global Insight. "You just get used to projecting a certain image, and you're used to a certain look in your vehicle, a certain touch and feel.

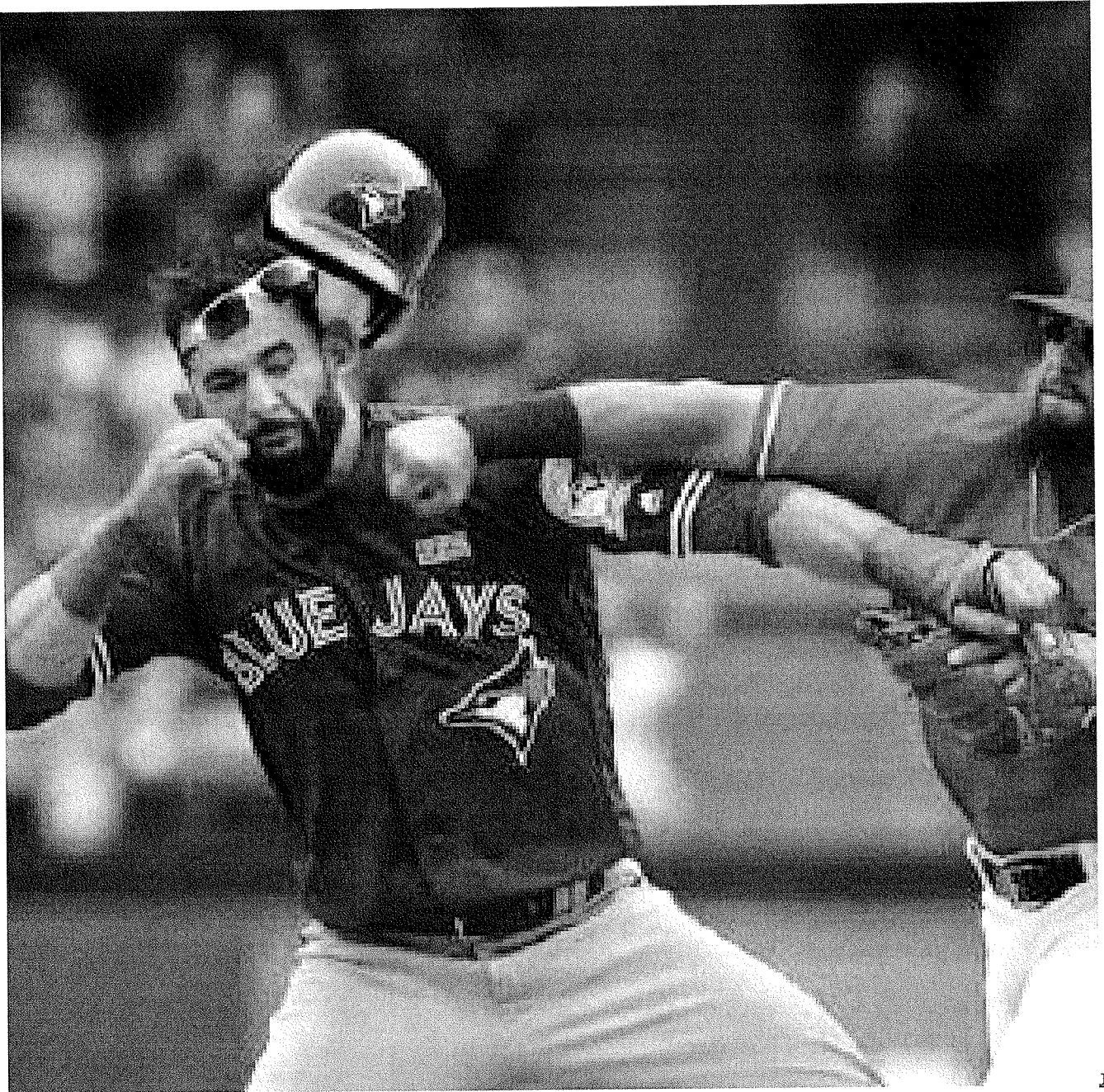
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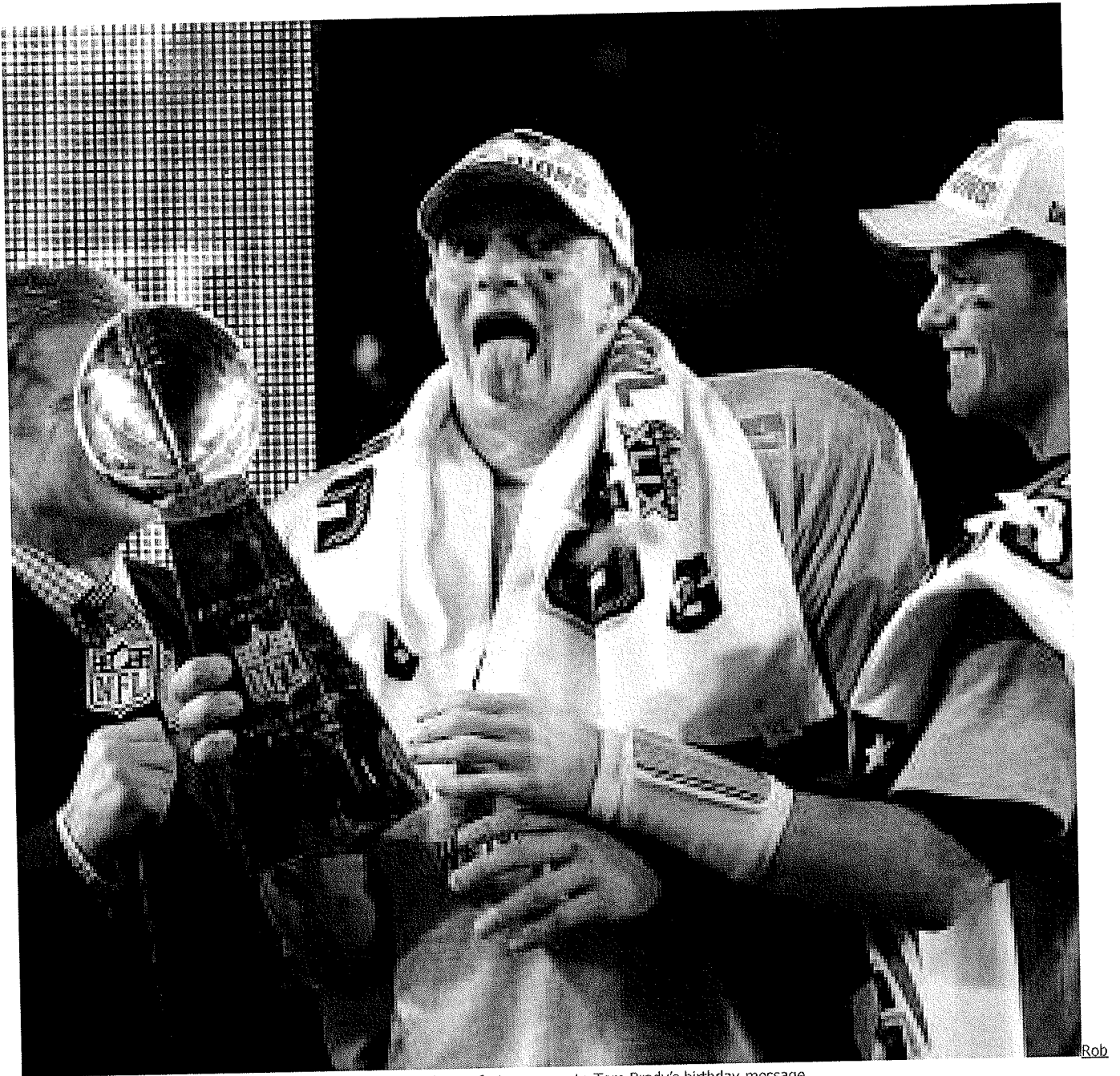
and P.J. Rose throw out first pitch at Cubs game





Jose

Bautista took a thunderous punch to the face in a massive bench-clearing brawl



Gronkowski had a perfect response to Tom Brady's birthday message

"If you still have your job and you're OK with your mortgage and you are in premium [cars], it's just a lot easier to stay there ... rather than explain to your friends why you're driving non-premium."

Even though the desire to remain in a luxury car may be strong, some automakers believe the definition of luxury is changing, and that spells opportunity.

"Luxury is no longer about being the most expensive, the most popular, the most opulent,"

said John Mendel, Acura executive vice president of sales, during the introduction of the brand's new TSX Sport Wagon. "It's about smart choices. We're starting to see a whole new attitude as luxury-car buyers are looking to make more intelligent, more relevant purchase decisions.

"At Acura, we've been studiously avoiding excess, refusing to build behemoth vehicles that exceed all practical needs. Because of our intelligent approach, we're now really in the sweet spot of this evolving market."

Audi, for one, has weathered the economic storm exceptionally well; the brand recently recorded its best first-quarter sales ever in the United States. New models like the A5 coupe and Q5 crossover have helped, and it's also been buoyed by new technology like its TDI diesels.

"We have done quite well in these difficult times," said Loren Angelo, manager of marketing and advertising for Audi. "We're continuously demonstrating how Audi is a brand that is readdressing and redefining what the new luxury marketplace is for consumers" through technology features and engineering.

There's no question other brands have had some trying months. Sales for ultra-luxury purveyor Bentley, which showed its new \$280,400 Continental Supersports convertible at the New York auto show, were down 39 percent worldwide last year.

"At the end of the day the biggest problem in this market category is confidence -- and lack of confidence -- and confidence has to come back," said Christophe Georges, Bentley Americas president and COO.

To know when it does, you'll only have to look to the car market.

"As Americans, I think that we tend to want to celebrate we've recovered from this. We've recovered from the worst recession," Lindland said. "We're getting back on our feet again, and cars have always been a way to express emotionally that success that we're feeling."

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Luxury cars shift from unapproachable to intelligently useful - Chicago Tribune

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# More car manufacturers build in free maintenance

By **David Thomas, Cars.com**

MAY 25, 2010

**A**utomakers offering free-maintenance programs used to be few and far between, with BMW being one of the most well-known. Other luxury brands such as Jaguar are now adding them, but so are niche brands like Mini and, perhaps most impressive, Volkswagen.

VW has a reputation for being more expensive than the Hondas and Toyotas of the world, so offering free maintenance for three years or 36,000 miles narrows the total price gap. A 2010 VW Tiguan, for example, starts at \$23,200 (\$24,300 when equipped with an automatic transmission) versus a Honda CR-V starting at \$21,545 which comes standard with an auto.

The same could be said for someone shopping for an efficient compact car. Mini is now offering free maintenance for three years or 36,000 miles as well. If you compare a Mini



Cooper hatchback and a Honda Civic LX (the model with typical standard features like power windows and air conditioning), the Cooper's MSRP is \$18,800 and the Civic's is \$17,605.

Free service could definitely make that shopping decision more complex than the difference in monthly payments.

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